

THE ROTARIAN

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SPAIN — Yesterday and Today

By Clayton Sedgwick Cooper

What Is the Controlling Force of Rotary?

By Y. O. Y.

A UNITED STATES of EUROPE

By P. W. Wilson

The Psychologist and the Business Man

By Calvin T. Ryan

ANGLO-AMERICANA

"How We Vacate"

By the Editor

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SEPTEMBER 1929

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Interna- tional

Fair At Milan



Senator Piero Puricelli, President of the Milan Fair. Member of Rotary Club of Milan

THE Tenth International Sample Fair of Milan, which closed on April 28th, fittingly celebrated Italy's greatest labor festival by mustering in this great market the energies and the products of twenty foreign countries.

The number of Italian exhibitors and the space in square metres covered by the exhibits clearly proves the success of this centre of energy which now represents a force to be reckoned with in the great European market.

The first Milan Fair was held in 1920 on the Bastions of Porta Venezia, its exhibits being housed in modest wooden buildings that certainly did not impart an air of distinction to the event. This great Italian market has acted as a powerful spring upon all citizens, producers and manufacturers who wished gradually to free themselves from the burdensome yoke of the foreign markets and has at the same time co-ordinated all the forces so

greatly unsettled and confused by the war. In 1920 the surface covered by the Exhibits was 15,000 square metres with 977 Italian and 265 foreign exhibitors.

In the course of ten years the Sample Fair of Milan has become a permanent city enriched by buildings and pavilions of great architectural beauty and has increased tenfold the number of its exhibitors. At the tenth Fair just closed the surface covered by the exhibits had reached 79,487 square metres with 3,061 Italian and 651 foreign exhibitors.

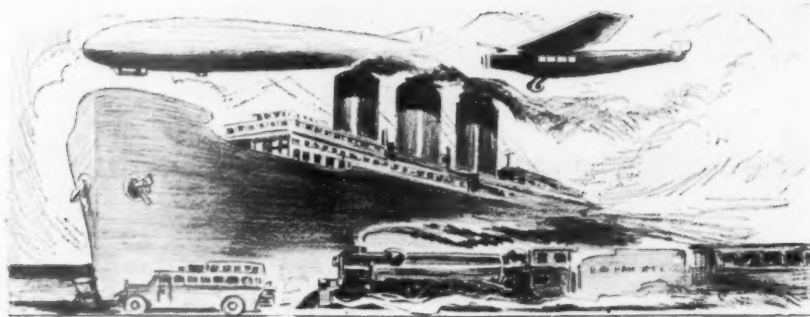
His Majesty the King of Italy, the Princes of the House of Savoy, Ministers and personages in Italian and European politics, industry and commerce have imparted a fitting solemnity to the event by their visits. A very flattering testimony—since it comes from a foreign Minister, H. E. Bonnefous, who holds the portfolio of

the National Economy in France—bears witness to all this: "I am deeply touched by the cordial welcome given me by the Milan Fair, the City of Milan and the Italian Government and I have visited this magnificent Italian manifestation with keen pleasure in every detail. The perfection of its organization in respect of order and beauty has profoundly impressed me and I wish to offer my sincere congratulations to its organizers."

A recent thoughtful article in the "Journal de Geneve" classified the Milan Sample Fair as occupying second place with regard to the number of foreign exhibitors and to the volume of business done, the first being the century-old Leipsic Fair.

Elated by the flattering results of the tenth Fair just closed and confident of making further progress another year we shall proceed with enthusiasm to the preparations for the 11th Exhibition for 1930.

ING. GIUSEPPE CAMPERIO



Rotarians are Great Travelers

PROBABLY no other single organization of men—reached by a single publication—pays for so many millions of miles of travel annually as the 136,000 Rotarians; globe trotters, thousands of them, but ALL great travelers, for business or pleasure.

Railroads, steamship and travel companies would do well to reach this great group of confirmed travelers, through the pages of their own publication—THE ROTARIAN. We have some intensely interesting Rotarian travel statistics that we shall be happy to send you on request.

And because Rotarians are great travelers (and can afford to travel) they are large buyers of merchandise: luggage, clothing—everything that the average business man buys—PLUS.

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Just Among Ourselves

THIS month in "Our Open Forum" (page 41) we are printing a dozen letters from readers, including one from a non-Rotarian correspondent. These particular letters are selected because they discuss a rather wide variety of Rotary subject matter: abolishing the Rotary motto, what shall become of the ex-Rotarian? charity in business, the slogan "Safety First," Rotary courtesy as exemplified in Holland, British versus American coldness, small-club attendance, etc. It is manifestly impossible to print all letters received, even those sent in specifically for the "Open Forum." Those used are selected on the basis of Rotary interest, sincerity and clearness, and brevity, the latter a most important consideration where space is at a premium.

Letters have begun to come in from various places in reply to the editor's inquiry last month in his "Anglo-Americana" feature that he would like to find a quiet retreat in which to spend his next "Fourth." A Rotarian correspondent, H. S. Abbott, from Redlands, California—"the most beautiful town on the map"—lost no time in writing:

"... All right, old man, we want to call your hand and extend you the invitation, bring the wife and kiddies and come. We have the most wonderful little mountain cabin, fifteen miles from Redlands, in Mountain Home Canyon, way back quarter of a mile from the road. You can sleep right out under the sky ... this Fourth we spent in our little mountain cabin, and never saw a person or heard a sound outside of the waterfalls and the birds all day long."

Now, we ask you, who could possibly resist that kind of an invitation?

Next month we hope to resume two regular features that were crowded out this month because of lack of space in a 56-page issue: The Boys Corner and the "Women of Rotary." If volume of correspondence is any criterion, both features have considerable popularity around the Rotary circle.



E. B. Townsend—"A Story Fan Speaks His Mind."

Who's Who—In This Number

CALVIN T. RYAN, member of the faculty of the State Teachers' College, Kearney, Nebraska, is already known to

VOLUME 35

NUMBER 3

THE ROTARIAN

Published Monthly by Rotary International

M. EUGENE NEWSOM, President

CHESLEY R. PERRY, Secretary

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readers of THE ROTARIAN through his previous contributions . . . Philip Whitwell Wilson, is a former member of the British Parliament and well known in the United States as a lecturer on European subjects. He makes his home at Spuyten Duyvil, New York. . . Y. O. Y. is the pseudonym of a Rotarian who delves occasionally into the philosophy of Rotary and who has been persuaded to air his views in the columns of the magazine. . . "Volvox" is a British Rotarian who is bent upon a crusade for more controversy in Rotary. He was one of the delegation from Great Britain and Ireland at the Minneapolis Convention in 1928. . . Edwin B. Townsend is pastor of the First Presbyterian Church of Marietta, Ohio. . . Edward A. Wicher is pro-

fessor of New Testament Interpretation in the San Francisco Theological Seminary, and is research professor for 1928-29 at the American School of Oriental Research in Jerusalem, where in co-operation with Jim Davidson he organized the Rotary Club of Jerusalem. He is a past president of the Rotary Club of San Anselmo, California. . . Leonard J. Hines is a Unitarian minister of Halifax, England, and a member of the local Rotary club. . . Clayton S. Cooper, a member of the Rotary Club of Miami, Florida, has travelled widely and written extensively on many countries. He has just had a new volume "Understanding Spain," published by the Stokes Company, of New York City.



Etching by Anton Schutz

WHERE ART AND COMMERCE JOIN HANDS

VIEW looking north on Michigan Avenue, Chicago, showing double deck bascule bridge and Wrigley Building (left) and Tribune Tower (right). This is one of the many architectural triumphs for which the birth-place of Rotary is noted, and which will thrill thousands of visitors to the Rotary convention next year who will be "seeing Chicago" for the first time.

THE ROTARIAN

AN INTERNATIONAL MAGAZINE
DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE
AND ITS APPLICATION TO PERSONAL,
BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

VOLUME XXXV

SEPTEMBER, 1929

NUMBER 3

Behind the Scenes

IT is sometimes dangerous to be a realist. Realism is the chief ingredient in cynicism; and cynicism has no logical sequence except pessimism and suicide. It is the realist who cries: "We have toiled all night and have taken nothing." The idealist waves aside reality and answers: "Launch forth into the deep and let down your nets!" Realism dabbles in detail. It is bound by the narrow confines of experience. Idealism seeks effects and ends. It is always breathlessly awaiting a miracle.

The man most liable to develop the cynical spirit is the man behind the scenes in any organization or institution. Of course some one must arrange the scenery, prompt the actors, and criticize rehearsals. There must always be builders of programs, creators of demonstrations, and sponsors for new officials. Somebody must make things go. Somebody must be watching for flaws if we are to have progress towards perfection.

Yet it is difficult to stand the strain. Out of the homes of our small towns and villages, the bone and sinew of our civilization came; but a misanthrope, fed up on the business of picking flaws, could make of any town a disheartening caricature. In spite of much truth in the picture those who have not stepped behind the scenes and looked for the faults are conscious of the splendor of Main Street. To use a bookkeeper's phrase, there is still an enormous balance in black ink.

It is the same with Rotary. We can list its faults with uproarious laughter—the back-slapping, the surface thinking, the fake friendships, the lumbering ladies' nights, the conference artificiality, the inferior leadership, the small-town politics. They are all there in far too many instances to let us sit at ease.

But we are behind the scenes, seeing the play

from the wings. We note that the trees in the background are made of painted cloth, that the stump in front is of papier mâché, that the bridal veil of the heroine is cheese-cloth. Therefore we are in danger of challenging the whole performance and denouncing it as sham.

Stuff and nonsense! The audience does not demand a perfect setting. It is seeking effect, not detail. We are not realists; we are idealists. And our drama is not one of properties but of soul stuff. It is bigger than the scenery; and the artificiality of the stage must not cause us to lose our balance. You cannot measure life with a yard-stick nor estimate it on the basis of chemical formula. It contains ideas!

Behind many a man-made institution is something that defies the analysis of the critic. The flag of a nation is but an oblong piece of colored cloth; but back of it are millions of men and women who love their country and will die for it. The tenets of a creed are fair quarry for modern iconoclasts; but bigger than the ancient formulae are the wonderment, the worship, and the worth which its votaries have won. A Rotary movement is merely a phenomenon in mass psychology working on certain sorts of minds; but out of it has emerged an influence which has clutched the imagination of the world.

Let us be sure that we do not look at Rotary or at any other organization from a stance so close to it that we see only the machinery. If we watch its motion more wisely we may discover infinite power behind it.

The words of Rudyard Kipling can be paraphrased as a battle-cry for any honest, forward-looking institution, organization, or movement:

If England was what England seems
And not the England of our dreams
But only putty, brass and paint,
How quick we'd chuck her—but she ain't!



A Rotary Review of Events



Headquarters Active

After the short summer recess following the first meeting of the new International Board early in July, headquarters became active again on August 22d when a meeting of the Extension Committee was held. Immediately after, the "Looking Ahead" Committee, consisting of twenty or so representative Rotarians, met at Onkama, Michigan, at which place Founder President Paul Harris has lately been recuperating his health. On September 13th, the Boys Work Committee will meet; on the 16th and 17th, the Community Service Committee, other committees during October or November. The second meeting of the Board is dated for the 3rd November. Of committees operating outside the United States, the European Advisory Committee will hold its meeting at Frankfurt, Germany, on September 14th and 15th.

Convention Keynote

Writing in regard to the Chicago Convention for next year, Chairman Crawford McCullough strikes the keynote in a letter to the district governors:

"This convention is being planned to serve all the purposes which a Rotary Convention has come to serve, at least as impressively as in the past, but I hope it will do more. For me it will have failed unless it measurably accomplishes two things:

First: attest the faith of Rotarians in the movement of which they are a part, reaffirm their allegiance, quicken their ambitions, freshen their enthusiasms and give them a yet more convincing vision of Rotary's present and future potential.

Second: lift the Rotary Movement to a position of greater prestige in the regard of governments and peoples the world over and in particular in those countries and areas in which Rotary Clubs are now firmly established.

"In my judgment, the Rotary Clubs of the world, through their composite union in Rotary International, already comprise an instrument of actual and high usefulness for the attainment of world peace." The members of the committee responsible for the arrangements in addition to Chairman McCullough



FLOYD L. BATEMAN

President, Rotary Club of Chicago during year of the Quarter-Centenary convention

are: A. E. Larkin, St. Louis Park, Minnesota; Sir Charles A. Mander, Wolverhampton, England; S. Wade Marr, Raleigh, North Carolina; C. Howard Witmer, Lancaster, Pennsylvania.

A Chicago History

A new history of Chicago has just been published by Harcourt, Brace, and Company, New York, and includes a description of the founding of Rotary. Great pride is taken by the authors, Henry Justin Smith and Lloyd Lewis, both of them Chicago newspaper men, in the fact that Rotary is "typically a Chicago achievement and not an inspiration borrowed from some other city . . ." "Few Chicago ideas have spread further" is the way they express their tribute to Rotary. The history itself follows the growth of the city, its trouble and triumphs, from the earliest days of old Fort Dearborn to the very days of 1929.

International Service Activities

Among international service activities to be noted are the following: Beaumont, California, Rotary Club is sponsoring a movement to enlist the Rotary clubs of Mexico and the states of the Southwest in a concerted study of Mexican labor immigration and allied prob-

blems. The Rotary Club of Pomona, California, plans to exchange representative speakers of the Republic of Mexico and the United States with a view to promoting more friendly relations between the adjoining countries. The Philadelphia, Pennsylvania, Rotary Club had lately as guests at its luncheon all of the foreign consuls located in the city, who numbered twenty-one. The Philadelphia Club is also following the practice of having every month a different group of Rotarians entertain foreign students attending schools in their city. The members meet with the students, dine and chat with them, and afterwards take them to their homes. A similar plan was adopted some time ago by the Rotary Club of Reading, England. A federation of the various patriotic societies located in Racine, Wisconsin, is being organized by the Rotary Club of that city. It is planned to federate the different sokols, vereins, clubs, and other overseas societies for the purpose of advancing international understanding.

Language Difficulty at Convention

The language difficulty at Rotary International conventions increases with the years. Next year at Chicago, there will probably be a record number of delegates from other than English speaking clubs. How are they to follow the addresses and take part in the discussions? The following suggestions were lately made to the Board of Directors by Director Roy Ronald:

1. That some method be devised to translate simultaneously what the speaker is saying and transmit it to the Rotarians in their own language by means of head phones, or
2. That group assemblies be arranged in anterooms according to language and have someone translate simultaneously what the speaker is saying in a language they can understand."

Director Ronald believes that if some practical method can be found to overcome the language difficulty, Rotary conventions will be more helpful in advancing the Sixth Object. Roy Ronald, who is chairman of the Publications Committee, has lately been in correspondence with the district governors outside North America in regard to a proposal for linking together the various national

Rotary magazines so as to get some unity of editorial thought on the Aims and Objects of the movement. A possible development of the plan is, at some time in the near future, a conference of editors of Rotary publications of which there is now one published in practically every country where Rotary clubs are established. A recent interesting addition to the list of Rotary journals is that of the new German-Austrian district, *Der Rotarier* to be published at Munich. There are now in the new district 14 Rotary clubs. The governor is Dr. Wilhelm Cuno of Hamburg, first president of the Hamburg Rotary Club and a former German State Chancellor. Austria is represented in the official world of Rotary in the person of Dr. Otto Böhler, first vice-president of Rotary International. Dr. Böhler has recently undergone an operation, but we are glad to hear he is now convalescent and resuming his Rotary duties.

"The Rotarian" as a Club Topic

We are very glad to note that hundreds of Rotary clubs are devoting occasional weekly meetings to the subject of *THE ROTARIAN*. One program includes a series of 18 questions in regard to the features of the current issue. Members are requested at these meetings to bring their copy of the magazine with them to stimulate discussion.

Overseas Assemblies and Visits

The annual Pacific Conference of Rotary Clubs will be held this year at Syd-



Photo: Wallinger

ROY RONALD

Director of Rotary International

ney, Australia, and will be presided over by District Governor Alfred C. C. Holtz. Rotarians who are likely to be in Australia at that time should notify Governor Holtz at 365 Elizabeth Street, Melbourne. The suggestion of the International Board for a regional conference for 1930-31 of Rotary clubs in South America, at which a representative of R. I. would be in attendance, has been referred to a conference of the South American districts. Rotarian John C. Innes, honorary treasurer of R. I. B. I., will be travelling through East Africa next year and has been authorized by Rotary International to make preliminary surveys of cities in

the countries through which he will pass. John Innes represented Rotary International on a visit to the South African clubs in the winter of 1925-6. In regard to district assemblies, Past Governor Ernesto J. Aguilar of the Third District, of Mexico City, writes to remind Rotarians and club executives: "That the assembly is a meeting of an educational character rather than an assembly for purposes of resolutions."

International Exchange of Youth

At the International Convention for the Exchange of Youth held in Copenhagen recently, by invitation of the Rotary club of that city, it was decided to ask Rotary clubs in Europe to form central committees to facilitate the exchange of youth between countries. Each country interested in the Exchange of youth movement would be asked to establish a "central bureau," where those interested could secure all necessary information, arrange itineraries, and complete all arrangements for an exchange. As a further aid in developing the movement, contacts will be made with committees of the League of Nations, Chamber of Commerce and other large federations interested in the exchange of youth between countries.

At the autumn convention to be held in Geneva an attempt will be made to arrange a unified system of reduced rates for youth travelling under the exchange plan. As it is now, the rates in different countries vary greatly, and a uniform plan of rates will be of great help in stimulating interest in the movement.



Photo: Keytone View

Sydney, New South Wales, Australia where the annual Pacific Rotary conference will be held March 18th to 20th, 1930 is built upon a peninsula jutting into one of the deepest, safest and most beautiful harbors of the world.



A PORTRAIT of the late Marshal Foch at the foot of which is a silver wreath, both of which were presented to the Rotary club of Paris by the Rotary club of Chicago as a token of the esteem in which the great soldier's memory is held by American Rotarians. By special favor the wreath was immediately taken into the crypt of the Invalides, where with other national heroes the Marshal is buried, and was placed before his vault by a special delegation of the Paris Rotary club.

Every institution that grows and increases in usefulness has deep within it some source of power that vitalizes the entire organization. In a church, it may be creed; in a political party, the platform. What is the controlling force of Rotary? Some say it is doctrine, some its method of organization. In the article below, our contributor, who prefers to sign himself "Y. O. Y.," combines the two, but says the controlling force of Rotary is the idealism of its individual members.

What Is the Controlling Force of Rotary?

By Y. O. Y.

FOR many years past and in many places I have listened to an argument on the subject of "What is the controlling force of Rotary?" The organization is seen to be advancing in numbers, to be spreading to many new countries. Members are observed to be taking an increasing interest in the aims and objects of Rotary. Outstanding men in business and profession are found taking an active part in many countries. Heads of states, big businesses, churches, have words to say to Rotary conventions, conferences, club meetings. Magazine writers devote space to critical inquiries about Rotary. Two or three leading novelists have made the leading character a so-called typical Rotarian. Suffice it to say that, is to indicate that the movement of Rotary is advancing. If it were declining, what has been said above could not be said.

"What is the controlling force of Rotary?"—what makes it go? I search around for a parallel. History abounds with movements of obscure origin that have spread to every corner of the world. At first there was the man with the thought, the idea, the mystic revelation; then came the disciples, the initiates, the apostles; then the local church, lodge, group; the federation of groups; the high control, the pomp and circumstance and power of authority.

Truly can it be said of most world-movements, that they began with individuals, and spread because of individual enthusiasm; so may it be said that they can only hold together so long as there is individual faith and enthusiasm in the doctrine advanced. If the control asserts its authority to an extent that offends the individual, there will be secession—as the history of all movements shows. Thus it comes about that

the high control, in most world-movements, takes care to assure itself that what it is moved to do will command assent and loyal support. This it endeavors to find out by testing opinion in conference, assembly, group, or by the way of publication. The days of absolutism have gone forever. Where we seem to have a revival of it, if you look closely you will see that the "dictator" holds his place only because the people for the time being feel in need of him. In time, he will yield his power to elected authority. Compare the map of Europe to-day with the map of fifteen years ago, and you will see what has happened to absolutism.

What is Rotary?

NOW let us look into Rotary. Like many another world-movement it had an obscure origin, and spread because of the faith of the individual in his idea, the zeal of initiates to spread it over a wide area. The spread was far wider than was calculated, though by some it may have been dreamed. The idea of the classified business men's fellowship appealed to every kind of community as something they could accommodate. Rotary clubs are now established in nearly every organized country of the world, and in the vast majority of cities and towns of certain of these countries. It is intelligently anticipated that within ten years there will be a Rotary club in every city of over 100,000 inhabitants in every country.

What is the "controlling force," we ask again? This wonderful grouping of leaders of business and profession of every race must have some force that keeps it together and carries it on. What is it? If you went into the smallest church of a given denomination and

asked what was the doctrine or belief of the church, someone would hand you a pamphlet or a book; or would present you to the minister whose duty it would be to explain and to try and secure you as a convert. If you asked a Freemason what were the tenets of Masonry, he would not tell you, because the doctrine is a secret one; but he would do all possible to have you introduced to a lodge so you might get to know for yourself. If you went to the meeting of a political party, somebody there would be prepared to answer your questions and remove your doubts, in the hope of getting you to belong to the party. The "controlling force" of church, order, or party, is the commonly accepted doctrine, idea, or ideal, to expound which there are qualified persons and proper places.

I am safe in saying that anybody can become, say, a Presbyterian, a Freemason, or a Socialist, and that what keeps those bodies together is the universal acceptability to certain types of mind of what they have to teach.

If you went to a Rotary club as a visitor and asked "What is Rotary?", it might be that the person asked could give you an exact definition; it might be that he could not. For Rotary is not only a body of doctrine, it is a peculiar method of organization. Not every man can explain the doctrine and the method of organization in one reconciling phrase. Some can define the doctrine, others can define the method of organization. Few can define both and show where the one relates to the other.

You may ask me whether I can, and expect I will do so before I proceed further. Well, I will try to this extent. Rotary is a movement of selected business and professional men each one representative of his calling who accept the

principle that service is the basis of all worthy enterprise and give it concrete expression in their working lives and meet regularly in every town and city for purpose of fellowship, mutual betterment, and cooperation in useful forms of service to the local community, the state, the nation, and the world.

Note carefully that what I endeavor to describe is the Rotary movement. If the inquirer asked whether he could become a member, I could only advise him to send in a request for information to the club secretary. On receipt of this it might or might not be found that the inquirer was eligible. He might not have a recognised "classification"; he might have one already filled; he might reside outside the area of an organized Rotary club, or prospective club. It might be impossible for this man, however desirous to give expression in his working life to the ideal of service, to become a Rotarian.

It may be said that what holds Rotarians together is a universally acceptable doctrine and code of practice; but it must be added that the rules of the order preclude acceptance save only by a selected few. Is that something for which Rotary may be justly criticized?

Let it be faced frankly that there are many who say the ideals of Rotary are admirable, but that its exclusive membership limits the usefulness of the movement to make those ideals effective in the world of to-day; there is no assurance that the member selected is even the person most fitted to give expression to those ideals; or that the actual meeting is in any way whatever one of real fellowship, for mutual betterment, or coöperation in service. It may be said, and is said, that a Rotary club is a civic luncheon club, held together by the privileges it accords and by the entertainment it is able to provide: that a fair percentage of the members either do not know, or do not care, what are the "ideals" of the movement, do not even read the publications in which those ideals are expounded.

Of the clubs as corporate bodies, those who have followed the resolutions offered from time to time at conventions and conferences may be justified in doubting where the movement would have gone if the "controlling force" were from the circumference. In early days, whatever may now be the case, the most surprising divergence was shown as to what Rotary as a whole could or should attempt to do. It may even be doubted whether extension would have been undertaken on anything like a comprehensive scale.

For the individual average member of a local Rotary club has no personal interest in the advancement of Rotary

clubs elsewhere. If he travels, and wants business introductions, he may very well be glad to hear that there is an available source of information in such and such a place. He may even offer his service in getting a club established in that place, for his own and for the use of others like himself. Who, however, in the local club would want to see clubs formed in far-distant centers unless he saw some abstract advantage therein; and who would see abstract advantage in Rotary extension unless the nature of the advantage were pointed out to him? And who has

~~~~~  
*"The controlling force of Rotary has been from the first, is today; and will be tomorrow, the idealism that lies in individuals everywhere; men who want to spread abroad a thing in which they believe and are ready to sacrifice time, money, work, thought, and speech to urge the advantages of Rotary in itself to men of different races."*  
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pointed it out in Rotary but those responsible for the foundation and carrying on of the movement since early days, those who believe in Rotary? I have no hesitation in making this statement: That the controlling force of Rotary has been from the first, is to-day, and will be to-morrow, the idealism that lies in individuals everywhere; men who have tested out the Rotary method of getting men together in thought and work and found it good; men who want to spread far abroad a thing in which they believe, are ready to make sacrifice of time, money, work, thought, speech, to urge the advantages of Rotary in itself to men of different races.

The Sixth Object

THESE men, from all parts of the world, are brought into active Rotary life by the central organization. By the system of the elected board, district governors, assemblies, international committees, opportunities are given for those desirous to serve to come forward. Once they have served, the appetite for service very rarely lessens; generally it comes with eating. There has developed a body of men who are living Rotary, thinking Rotary, talking Rotary, writing Rotary, working Rotary; these men together are the driving force. What they distil flows through every channel, outward from the center.

When I am told that the controlling force of Rotary flows from the club in-

ward, I confess myself sceptical. Many and many a club has in its ranks men who believe in Rotary. Such men will not long lack for opportunity to prove their faith by works. In time, they will reach the center, and do their share in the distribution outward of the precious fluid. But the clubs are not the controlling force.

As an aggregation of Rotary clubs, the Rotary movement presents to the world a suggestion of organized power widely distributed. The force to direct useful activities comes, however, from the central authority.

A word on the "Sixth Object" of Rotary. Many think that if you carry through the Sixth Object you need not worry about the others. A world fellowship of business and professional men united in the ideal of service. Truly, that would be a powerful factor in the creation of peace. Many who believe this think that by the grouping of Rotary clubs in national areas, and the association of areas in an "international," you can rest secure that the force of Rotary is really effective. Others looking back on history do not see much hope for the world in attempts to bring about world peace on the basis of nationalism. The world needs to discover a new technique, they say, and friendly diplomatic dealings, man to man, stripped of cold formality, may give us a start along the new road. They believe that the true peace will come by understanding—understanding not so much of nations by nations but of men by men. Such who hold this latter belief would have Rotary turn a blind eye to national frontiers, leaving that for the political peacemakers at Geneva, Washington, or elsewhere; they would have Rotary see none of these political divisions, but only the spiritual unities.

Yes, to administer Rotary clubs, there must be districts, and districts may have national boundaries. The Rotarians of a given country need to be got together with fellows who share their language, social habits and customs, loyalties. When such a group gets together for work and play, they learn to know each other better, and knowing each other, are better prepared to understand the business and professional men of other lands. Understanding, like so many other things, begins at home. Rotary stands for the contiguous grouping of units, and in grouping them may have to follow the convenient geographical lines. But the message of Rotary is one that knows no nationalism and in whatever may be done to give expression to it, though many different languages must be used, let it be the same message everywhere.

Rotary in Jerusalem

Finds a welcome amongst varied religious and racial elements

By EDWARD ARTHUR WICHER

ROTARY is now firmly established in Jerusalem, adding another country to Rotary's crown, and another famous old-world city in which this very modern movement finds a sympathetic home.

What a city this is! What memories come crowding through its narrow streets! From three sides at least, the east, the south, and the west, it still stands upon the same craggy ground which has rendered it strong against the assaults of many an enemy in the centuries which are gone. It is the city which held out against the army of Joshua and the Hebrew people for hundreds of years after they had possessed themselves of the surrounding country, at length to become the capital of King David. It is the city of the temple of Solomon, the scene of the prophecies of Isaiah and Jeremiah. It is the place where Hezekiah constructed his tunnel, where Nehemiah made his night ride around the walls, and where Judas Maccabaeus successfully defied the power of the Syrian empire. It is the city where Jesus was arrested, tried, crucified, and buried, where he arose from the dead, and from the slopes of whose Mount Olivet across the Kedron valley He ascended into glory. It is the city in which Constantine and his mother Helena erected the Church of the Holy Sepulchre; the city of Omar and his mosque, of Godfrey and Baldwin, of Saladin and Suleiman the Magnificent. It is a sacred city in three religions, the Jewish, the Christian, and the Moslem. It is a meeting-place of all religions, languages, and races.

Traditionally the city contains four quarters, the Moslem, the Armenian, the Jewish, and the Christian Arab. But today everything is changing, and there are as many Jewish shops in Christian Street as there are Christian. It is said that the majority of the entire popula-

tion is now Jewish. There are fine new Jewish suburbs reaching out in several directions outside the old walls. The splendid new building of the Hebrew University is nearing completion on Mount Scopus, close to the place where once Titus launched his legions against the north walls of the city. It is the aim of the promoters of this university to make it the great center of graduate study for the Jewish race throughout the world.

Everywhere one sees the contrast of the old and the new. Automobiles and camels pass one another in the streets and on the fine highways of the land. And most of the passengers in the automobiles are not tourists from the western nations, but natives of the land, with long flowing *kaffiyeh*, or *tarboush*. The sheik of the desert has learned to enjoy his motor-car. And caravans of motor-cars come rolling into the city from distant Bagdad. There is an economic side to all of this which has an important bearing upon the whole of the life of the people, for the horses and camels were bred upon the land, and the cars are imported from America and other countries, so that money which formerly was spent in the country is today sent abroad. This, however, is more than offset by the money which

the tourists leave behind them. Still, at nightfall, there are hundreds of sheep driven up from their pastures in the valleys to be sheltered in the folds within the ancient walls.

Over this mixture of old and new is the British mandatory government, with a tremendously competent staff of men, mostly young, who are handling their complex problems, as it seems to the onlooker, with strength and fairness.

So it is that Jerusalem, rich in tradition and colorful in history, comes to have a new significance for Rotarians, for Rotary has at last taken root here and finds a soil nourishing to Rotary growth. On the roster of membership one finds leaders in business and profession amongst the names. The attorney-general for Palestine, for example, a world-renowned archeologist, and so on. I could name many more just as outstanding—men who are well known not only in Palestine but throughout Europe and Asia—men who are playing a prominent part in the business and political arenas of the East—men whose word will mean much to the future spread of Rotary in this part of the world.

Also Rotary here represents all the important elements in the life of the community, its several religions, Christian, Jew, and Moslem, and its several racial elements. It is a great thing that once a week such a group of men should sit down to luncheon together, and should plan together for an international friendship. With their visitors they come near to representing a cross-section of all humanity.



The Dome of the Rock and Temple Area taken from Tower of Antonio. In Oval—Edward Arthur Wicher, one of the organizers of the Rotary club of Jerusalem and a charter member of the Rotary club of San Anselmo, California.



Drawn after a model designed by Sir Clive Morrison-Bell

"In Europe, the frontiers are not borders. They are barriers. They do not distinguish one country from another, merely: they separate countries."

A United States of Europe

World interest aroused in M. Briand's revival of an old question

By P. W. WILSON

TO Rotarians throughout the world it cannot fail to be a matter of interest that a statesman so eminent as Aristide Briand should have declared himself openly and without reserve to be an advocate of what, in a descriptive phrase, has been called "the United States of Europe." The proposal so suggested embodies the very quintessence of those generous international humanities of which the word Rotary has become a recognized symbol.

It is true enough that this is not by any means the first mention of these "United States of Europe." For generations there have been forward-looking men and women who have hoped that something of this kind would be brought about. In his day, the great editor and idealist, William T. Stead, who went to his death on the *Titanic*, wrote volumes on this familiar text, and he was but one among many eager and persistent apostles of goodwill. At innumerable conferences, the altruists have pleaded for a reconciliation of European animosities, and I am not one who thinks that they pleaded in

vain. If there is to be reaping there must first be sowing, and it is to these sowers of a good seed that we owe the possibility of a prospective harvest. But it has to be said, none the less, that the talk, though abundant, has ended hitherto in mere talk. Indeed, it has been followed by worse than talk. War, said General Sherman, is Hell, and Hell we are told is "paved with good intentions." So has it been.

The Continent: The Unit of Mankind

IF, then, the intervention of Aristide Briand is important, the reason is that he is more than a private individual, spreading excellent ideas. He is more than the greatest of living orators. He is the man who, for the twelfth time, has been called upon to form a government in France, and no man has ever had a more evident right to speak for France than he. It is in his official capacity, therefore, and as the representative of a great nation that he proposes to lay before the League of Nations his plan for consolidating Europe. This is not mere talk; it is initiative.

It is just because Aristide Briand is the embodiment of modern France that his attitude is so significant. For if ever a country were self-contained in her nationalism, it is France. The very word patriotism is French in origin. The largest army in the world and the best equipped is the French army. The longest memory of past wars is the French memory. The frontier, most frequently invaded by the aggressor, hither and thither, has been the French Frontier. Yet even in France, with two thousand years of bitter experience hammered into her recollections, there has come a changed point of view. The people are realising that, as Edith Cavell expressed it, "patriotism is not enough." Force by itself is no security. For there will always be force on the other side. It is only when friendship flows freely across the frontier that the frontier is safe.

We live in a period of organization. Small industries are consolidated into large industries. Short railroads are linked and so become great federal systems. This is the process that is being applied to nations. The unit of man-

kind is no longer the country but the continent.

Survey the hemispheres and note the truth of this. What is China, with three hundred millions of people, except a continent? What is she today struggling to maintain unless it be her continental solidarity? What is Russia, with her illimitable territory and one hundred and fifty millions of people, except a continent? Anglo-Africa is rapidly assuming, as Australia has assumed, a similar unity.

The most challenging of all these continental communities are to be found in the New World. In Latin America, there is maintained what has come to be regarded as a permanent peace. In North America, the United States, with a rapidly increasing population that already has reached, say one hundred and twenty millions, has achieved an economic and cultural influence, the effects of which are felt by all mankind.

The simple, yet inescapable question that Europe has to face is thus whether, organized in countries, she can maintain her position in a world, organized as continents? It is a question that is beginning to answer itself.

The Uneven Balance of Trade

HITHERTO, it has been in terms of peace and war that this problem has been discussed. But Europeans are beginning to realize that it involves something more important to their happiness, even than peace. What about prosperity? Is not that also involved? Why is it that nine out of ten automobiles are made in the United States and that, in the hotels of London, there are only four thousand rooms with baths? Europe used to be far richer than America. Why is she now, man for man, far poorer? The reason must be that there is something seriously amiss with her economic structure.

What is the essential difference between Europe and the United States? It is not racial. It is not religious. It is not political. In all these respects, the American is a transplanted European and the European is a potential American. The difference lies wholly in organization. There are united states in America, there are divided states in Europe, and this is the distinction which Aristide Briand is determined to obliterate.

It is only when we set out the countries of Europe in their order we realize the urgency of the issue.

Here is a list of the separate fiscal units:

Population under a Million:

Albania	832,000
Andorra	5,000
Luxembourg	261,000
Iceland	95,000
San Marino	12,000

Malta	224,000
Turkey in Europe	880,000

Between One and Two Millions:

Estonia	1,110,000
Latvia	1,503,193

Between Two and Three Millions:

Norway	2,392,000
Lithuania	2,293,000

Between Three and Four Millions:

Switzerland	3,880,000
Denmark	3,268,000
Finland	3,336,000

Between Four and Five Millions:

Bulgaria	4,958,400
Greece	4,536,375

Between Five and Ten Millions:

Austria	6,526,000
Sweden	5,987,000
Hungary	7,980,000
Portugal	6,033,000
Belgium	7,465,000
Netherlands	7,086,913

Between Ten and Twenty Millions:

Czechoslovakia	13,611,000
Yugoslavia	12,017,000
Rumania	17,393,000

Between Twenty and Thirty Millions:

Spain	21,347,000
Poland	27,192,000

Above Thirty Millions:

Great Britain	43,000,000
France	39,000,000
Germany	60,000,000
Italy	39,000,000

As a continent, the Europe of the twentieth century, with its assumed science and its assumed deliverance from superstition, thus consists, none the less, of about thirty-five separate economic entities, several of them no more populous than Rhode Island and two-thirds of them no more populous than New York State. That is the anomaly and the anachronism that has to be explained and corrected. If the forty-eight

states of the Union can form themselves into one fiscal unit why cannot the thirty-five countries of Europe achieve a similar result?

To some extent, Europe has organized herself. Britain is the result of a consolidated heptarchy and of unions with Scotland and Wales. Spain has united Castille and Aragon. During the nineteenth century, Italy consolidated

numerous sovereignties into one vigorous nation. So did Germany.

But every attempt, hitherto, to organize Europe as a whole, has failed. The Roman Empire attempted the task but broke down. Charlemagne tried to reconstruct that Empire, but at his death, his dominions broke asunder. In the fifteenth century, Spain and Austria managed to rule much of Europe, but, again, the sovereignty, being personal and autocratic, crumbled. Napoleon set out boldly to amalgamate Europe by conquest. He ended his life on St. Helena. He was followed by monarchs who formed a Holy Alliance, the aim of which was to make Europe safe for royalty. That idea also failed.

The European Patchwork

INDEED, it is not Europe as a whole, merely, that insists on disintegration. Individual states have indulged in this luxury. Norway has split from Sweden; Belgium from Holland; and the war "Balkanized" the Austria-Hungary monarchy. With Finland, Lithuania, Latvia, and Estonia carved out of Russia, Europe is today more of a patchwork than she has been at any time for half a century. Not only nations but cities within these nations, cherish their identity with an astonishing persistence. Danzig must be a free port, and over Fiume, it seemed as if

the Adriatic would boil like Vesuvius. The local instinct is developed to an intensity of which the American mind, itself, finds it not easy to realize.

Here and there, we find attempts to piece together the fragments. By royal marriages, the Scandinavian countries have been brought closer together than formerly. Queen Marie of Rumania has tried, by similar means, to achieve a measure of

unity in the Balkans. Also, Benes of Czechoslovakia has developed a Little Entente consisting of his own country, Yugoslavia and Rumania. But up to the present it has to be confessed frankly that even these local unities have been little more effective than the repeated attempts of the United States to promote a federation of the Central American States. The danger of the position



"Europe, like America, could distribute her raw materials, manufacture her commodities, and market them to the best advantage."

is that close neighbors who cannot be friends, find it hard not to be enemies. A Europe, if disunited, will seek some other solution for her difficulties and we know from experience what that solution will be. A country that is not allowed to be friends with all other countries, will seek to be friends with a few of them. This will mean that it will be something less than friendly with the rest. So there will develop once more that grouping of nations in Europe in opposite camps which we call the balance of power, and the balance of power has always led to war. It is against this tendency that Aristide Briand is setting his face. At all costs, he is determined to achieve what the late Lord Salisbury called, "a concert of Europe."

Frontiers That Separate Countries

WE have only to look at the facts, reported in the press, in order to see what is the inner meaning of it all. Germany with sixty million people, has made a marvellous recovery. A factor in that recovery has been the financial support of the United States. The population of France is less than forty million. It is no greater today than the rapidly increasing population of Italy. If Europeans are still to be divided into friends and foes, if there is to be no such thing as a citizenship in Europe, it is manifest that, with Russia as a vast imponderable to the east, equilibrium can never be a certainty.

It is beginning to be seen that the disarming of Germany, so far from weakening her influence, has made that influence stronger than ever. It has lifted a load off her shoulders and set her people free for other than military enterprises. One typical result is that

she has built the finest of ocean liners and the largest of passenger planes. A conscript country, trying to compete with Germany, is like an athlete trying, with a knapsack on his back, to improve on the record of a Nurmi.

With these ideas in his mind, Aristide Briand has discovered a new or at least a seldom-trodden path to the peace and the prosperity of Europe as a continent. To reduce armies and navies by agreement is all to the good. But evidently it is a matter of some technical difficulty. Why should not Europe, therefore, think a little less of defending her internal frontiers and a little more of lowering them or getting rid of them altogether? Automatically, the reason for armaments would tend to disappear.

What is a frontier? It is a line on a map that divides sovereign authorities. It is a very important line. But, for all that, it ought not to be put to an improper use. There is a real frontier between the United States and Canada. That is true. But along that frontier there are no fortifications. There is also a frontier between Massachusetts and Connecticut. But, along that frontier, there are neither fortifications nor custom houses. In Europe, the frontiers are not borders. They are barriers. They do not distinguish one country from another, merely: *they separate countries*. The map of France is not a plan of the continent. It is a mutilation of the continent, and the various countries are trying to play the good old game of life on a tennis court in which the white lines that differentiate friends, like the net that differentiates opponents, are raised, all of them, to one high level that makes the business impossible.

If there were the same commercial facilities within the United States of Europe that were secured by federation within the United States of America, it would mean that Europe, like America, could distribute her raw materials, manufacture her commodities, and market them to the best advantage. In industry and finance, the two hemispheres would be restored to what admirals call "a parity," and such parity is, after all, the central principle declared in the great Magna Carta of America, signed in 1776. Prosperity in the old world means greater prosperity still for the new world; and not only that. Such a general and diffused prosperity is the only effective antidote to those jealousies and bickerings which must arise when one family of peoples is markedly more fortunate than others.

Credit an Important Factor

IT must be borne in mind that, amid the diversities of tariffs and the rivalries of diplomacy, there is one element, impalpable as the air we breathe and as universal, which is always operating on the situation. That element is credit. Europe is discovering that her financial problem is one and indivisible. She is discussing the establishment of a bank, with a continental range of operations which might well develop into a kind of Federal Reserve System. This interminable discussion of debts and reparations has thus resulted in a more comprehensive view of what investment and exchange should mean. That we may see a simplification of European currencies, is possible. In any event, there is a progressive return to stability.

In the consolidation of Europe, there should be one long overdue return to

(Concluded on page 50)



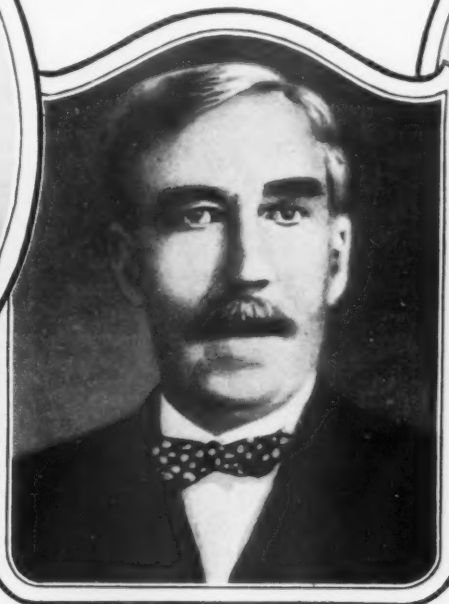
"It is only when friendship flows freely across the frontier that the frontier is safe."

Rotary Personalities



Alfred C. C. Holtz, of Melbourne, governor of the Sixty-fifth District (Australia) is general manager of The Argus and The Australasian, published at Melbourne, also chairman of the Australian Newspaper Conference. He represented the newspapers of Australia at the first conference of press experts in Geneva in 1927.

Don Marcial Martinez de Ferrari, author, statesman, president of Chilean Commission for Study of Unfortunates, vice-president of Scientific Society of Chile, has held many public posts, portfolios as minister to Uruguay, Paraguay, and Switzerland; also Chilean minister of justice and public instruction. He is president of the Rotary Club of Santiago.



Below: Dr. William Schroeder, Jr., Brooklyn, N. Y., is head of the Department of Hospitals, of New York City, newly created municipal office. Chief surgeon of Harbor Hospital, Brooklyn, Dr. Schroeder now has charge of New York City's twenty-six hospitals. Mayor Walker paid tribute to Dr. Schroeder as "a great surgeon, a great executive, a great soldier."



James F. McCue, president of the Rotary Club of Belfast, Ireland, gained wide reputation throughout his country as a result of his public spirit and fearlessness manifested in his participation in the Belfast Housing Inquiry, a case unparalleled in the annals of Irish municipal investigation. Belfast citizens tendered him a complimentary luncheon.



Fred E. Robson, of London, world-trade expert, is in Canada on a trade-investigation mission. In the past four years, Rotarian Robson has travelled 55,000 miles in investigating trade conditions throughout the world. He is a past president of the Big Brother movement in England and has held similar posts with other organizations including Central Neighborhood House, London.



Axel Solitander, president of the Rotary Club of Helsinki-Helsingfors, Finland, is head of the Central Association of Finnish Woodworking Industries. He was consul-general in New York City (1919) and was one of the delegates who negotiated the commercial treaties for Finland with Great Britain in 1923 and with Germany in 1926.

Is Community Service Worth-While?

What about organization jealousy, ill-will, and duplication of effort?

By ROTARY OBSERVER

IS much that is worth-while ever accomplished by the community activities undertaken by service clubs? This is a question often discussed by Rotarians, and is one which I have answered with an emphatic "no" for many years. If something has recently happened to compel me to change my opinion I have not forgotten the reason for answering the question in the negative for so many years.

I was often in the minority in maintaining that much that passed for community service was useless effort and a waste of time and money. But I had solid facts and concrete experiences behind my belief, and there are many Rotarians who feel about community service as I formerly did. It is for them that I am relating the incidents that led to my change of heart. I am not out to persuade or convince. I am going to let the facts speak for themselves, and each can draw his own conclusions from the evidence that brought about my regeneration in Rotary.

Every city has its share of civic groups out to do "good." These clubs earnestly endeavor to map out programs that will cover the outstanding needs of the community. By processes in no way miraculous two or more of these clubs would arrive at identical programs, and we would have duplication of effort, which is one of the barbs launched by

critics at the target of community service. When one or the other of these clubs felt some rights of priority in the scheme, jealousies were aroused and ill will created. It often happened the clubs would then drop the program simultaneously. Club members lost all interest in the subject, because of the disagreeable incidents connected with it, and the net result was nothing accomplished, and a great deal of bad feeling engendered.

But duplication of effort was only one of the several criticisms I had made against community service. Another fault with equally bad influence was the tendency of clubs to take up with more than passing enthusiasm an activity that bore the ear marks of a popular

movement. It is only natural and human to be mistaken, or to misjudge a situation. Such errors are likely in every walk of life, but I contended that service clubs were out of their sphere in backing popular movements. What happened when some movement was misjudged by a club? Often a resolution had been adopted approving the undertaking. This resolution, passed in good faith, would inevitably prove a boomerang, to the surprise of every member of the club. Opposition would congeal against what had seemed a popular enterprise, and instead of the club reaping credit and encomiums for its resolution, the harvest would turn out to be gall and wormwood.

Most clubs are well acquainted with



One of the entrances to Rotary Park, Oklahoma City, Okla., started by the Rotary Club at an initial cost of \$60,000 and deeded to the city in 1926, under agreement that project would be completed in five years.

A swimming-pool, tennis courts, running track, picnic grounds, and other features make Rotary Park an ideal recreational center, an outstanding example of Rotary community service.

the evils of passing resolutions. It is only left to new clubs, anxious to prove their mettle, to experience the whack of a resolution turning as a boomerang to strike in a quarter opposite to the direction in which the shot for civic improvement was fired. How many organizations are there, I wonder, that have not felt the remorseless sting of such a rebuke?

Many Rotarians have noticed that club undertakings announced as successfully completed had to be again repeated after certain intervals of time. When a campaign has to be repeated, or the condition supposed to have been remedied or changed reverts to its former state, it shows the superficial work done by clubs in community service. Of course, when a swimming-pool once has been properly built, it isn't likely that the need will arise again for that job to be repeated. It is in the regulation of community affairs, civic habits or point of view that the community-service work often succeeds only in scratching the surface. The club fails to get down to fundamentals in removing causes of civic distress. Have you ever noticed how quickly the streets become littered again after a "clean-up" campaign. How soon after a rural urban meeting do the old wounds fester? A few hurrahs, a pat on the back, and a free barbecue sandwich have never plumbed the depths of distrust and suspicion. All too often, when called upon to deal with a local problem, service clubs have apparently been entirely satisfied with making a little outward show.

Again, I always felt that clubs had a weakness for taking up activities better left to other organizations. Isn't it true, I often asked, that if a Rotary club had no student loan fund those students needing funds would get them elsewhere? If so, isn't such a service unnecessary on the part of a Rotary club? I firmly believed so. There was one club that checked up on students making requests for loans which were refused, and all but one student had secured loans under favorable conditions elsewhere. This club then decided that student loans were an unnecessary service. Rotarians can also tell of instances of clubs failing in their civic enterprises for one reason or another. At bottom these failures occurred through misdirected effort, lack of funds, or sponsoring an unnecessary community service. In the case of some of the abandoned boys' camps, the service was not properly sold to the boys,



The Rotary Club of Cienfuegos, Cuba, sponsored a huge community celebration to acquaint citizens with their civic responsibility and especially to demonstrate the need for additional and better highways.

perhaps, or the boys had other camps or summer activities. Thus the clubs had to abandon these camps after spending good-sized sums on them. Abandoned schemes, of whatever nature, are fragments of club dreams that never passed successfully into the world of reality. They haunt and disturb the club members as ghosts of cold enthusiasm, but failure always brings a certain amount of discredit, that, unhappily, is quite real. With their spirits dampened by failure the members find it difficult to support some project that would remove the blot from their escutcheon. I have often pointed to these broken dreams as practical examples of the perils of community service.

I Discard My Prejudices

SO it was no wonder to me that many members of service clubs had developed a vast doubt regarding the efficacy of community service sponsored by clubs of business men. It would seem that a group of business men applying business principles could succeed in doing a first-class job on some community project, but in reality the results were often disappointing. It was with this attitude that I journeyed to the Dallas convention to represent my club and sat in at the community-service meetings. If I admit to receiving many surprises at these sessions it is only because I intend to relate my experiences frankly. As a business man from an average community I was as well equipped in Rotary education as any member. But I went to Dallas with a different set of experiences, a different point of view

than many, and so while I was an unobserved observer I believe I carried away a great deal more than most of my brother delegates.

I lost the first of my cherished convictions when the delegate from Phoenix, Arizona, discussed the crippled children's work of his club. He laid low the bugaboo of duplication of effort by service clubs. His club determined its task by a survey, and on the results of this survey they based their program. What is more, their scheme comprehended the entire state instead of one solitary community. These are the words I took down at the time. "We decided to learn whether the state needed help for crippled children. We didn't know how many crippled children there were, or where they were located. We used Rotary to determine what the problem was, but Kiwanis, Lions, and other organizations have been invited to join in the movement." No chance for any duplication of effort in this enterprise. There is no lost motion or obscured objective, for it is a cooperative effort whose aim and end has been determined in advance by a thorough survey. There was investigation before activity, but what was different in my experience, and led to a change in my belief, was the intelligent application of the results of the survey to the problem at hand. I could think of no valid reason why every club selecting a community-service program could not follow the methods of the Phoenix club, and concluded what one club can do, another can also do.

There is a solution for every prob-

(Continued on page 48)

The Psychologist and the Business Man

By CALVIN T. RYAN

A DESIRE to know the future and to control it for one's own success has been a trait of man since the rise of civilization. Tradesmen, industrialists, and business men have betrayed the good opinion reposed in them by gambling with all sorts of schemes with the hope of hitting upon some means of foretelling and shaping their future. No group of individuals has been more impatient with what they did not know, or more cautious about what the future held in store for them than this commercial group. Everything from hunches to soothsayers and character analysts has been tried. The wisest of business men, the cleverest of Yankees, the shrewdest of manufacturers, all these have been guilty at some time of consulting the stars, of accepting advice from medicine-men, and of being duped by phrenologists, clairvoyants, and all that ilk who claim to read character and foretell the future. The business man, although he may not like to admit it, is the most gullible of men. He literally falls for quackery, provided it offers sufficient rewards. While he was laughing at the Middle Western farmer for swallowing the sales talk of the lightning-rod salesman, he was permitting the goldbrick peddler to tempt him with his mellifluous poison.

But the business man has not been a static quantity; he has not been left behind in the evolutionary progress that has changed all groups in America. He has been always drawn between two fires: the congenital desire to make a success, to progress, and the learned activity, in his case, based on experience that he must be cautious. Apparently one force gets supremacy only to be routed by another. Most business men like to be considered modern, for they believe that being modern means being progressive. They like the latest in office equipment, the latest in machinery, the latest in window trimming, the latest in automobiles. They must keep up with

Is the scientific attitude in business worth-while? To what extent should the business office be turned into a laboratory? These are interesting questions to Rotarians—and timely, in the face of present-day consideration of price reductions, efficiency programs, and expanding markets.

the business Joneses; hence when the idea of employing an Efficiency Expert to tell them wherein they are wasteful and inefficient becomes the popular thing to do, they do the obvious and employ the man who promises the most for his money. I knew a well-established chautauqua and lyceum bureau that got the efficiency bug back in 1916 and employed a former automobile salesman to tell them how to curtail expenses and produce larger profits. The result of the experiment was disastrous.

The ultra-conservatives in modern business are relatively small. They run

their business as it was run in earlier years. There are still a few going concerns who write their letters in long hand, with pen and ink. They employ "bookkeepers" instead of accountants. These people know better than to waste their money on efficiency experts, but they waste it on time-consuming methods of business procedure. These men are relatively few, we must remember.

For some reason the business men of America were slow to acquire what is called the "scientific spirit." They were not in earlier years much given to investigations, experiments, and "case" studies. They had faith in themselves, and believed where they could not prove. Actual studies in business science have all been made in the twentieth century. Investigation of business failures and of business successes is a product of applied psychology and of modern business science. Mathematics applied to business is nothing new, for mathematics was needed to figure profit and loss.

The failure to apply psychology to business was due partly to the inadequacy of the science itself, and partly to the psychology of the business man. His faith in himself, in his hunches, in his trial and error experience; his inability to understand how a man in the laboratory or the classroom could tell him anything about running his business made him turn a cold shoulder and a deaf ear to the new-fangled notions.

We get, however, the business man using psychology long before he knew what it was, and applying it to salesmanship and advertising a hundred years before any specific study had been made in those fields. His brand was home-made, discovered through experience, evolved from necessity, therefore effective.

By the eighteenth century the English tradesman was beginning to make use of psychology in his business. In 1726 Daniel Defoe wrote despairingly and critically of the tradesman who spent two-thirds of his fortune in fitting up his



"The wisest of business men have been guilty at some time of being duped by phrenologists . . ."

shop with fine shelves, glass doors, and the like. Defoe thought posterity would consider the baker foolish who spent £300 on fixtures whereas £20 would have been enough. But the tradesman was wiser than Defoe, for he had learned that it was becoming more and more necessary to make his bakery attractive if he expected to sell his pastries, hence he would spend £300 for fixtures in order to sell the "wares and goods" which, on any given day, might not amount to half that much.

Handed down wisdom, common-sense philosophy, unproved but smart sounding adages have been popular with business men the world over, and as long as there have been business men. Some of these date back to Solomon, some to James Lackington, the London book-seller, and others to Benjamin Franklin. Experience eventually crystallizes into pithy summaries, which in turn assume greater authority than is justifiable.

With the depression of panics, with failure always just around the corner, business men since 1900, and particularly since the World War, have been willing to listen to advice from the academic circles; willing to listen with reservations. Still suspicious, still cautious in some ways, yet the business man of 1929 does not have the self-confidence that the business man of an earlier generation had. In short, the business man has been sold on science and is no longer aloof to what science has to offer him. He too has acquired the scientific attitude, and, consequently, he is willing to turn his business into a laboratory for investigation.

At first the business man, not being a student of psychology, did not know the true from the false and was too frequently duped by charlatans. Among the early pretenders in this field, a whole group of which grew into prominence directly following the World War, was the character analyst. He it was who promised much but did little. They were not real scientists, for the fact that real scientists never promise more than they can prove. One test of real knowledge is that it is never promulgated by propaganda. It is communal, and it is free. These character analysts and self-styled business psychologists were wise enough to know that handling of



"So powerful has the psychology of salesmanship become that we occasionally hear of someone desiring courses in protection from high-pressure selling."

men, the hiring and the firing of employees, was unscientific and wasteful, therefore when they made their claims of being able to save the employer the cost of turnover by showing him how to select the right man for the job it is to be expected that the business man listened, and some of them took a chance. Experience with these pseudo-scientists made the business man fearful and suspicious of all claims of the psychologist, and rightly so; and this fear and suspicion delayed the time when the scientific application of psychology could be made an ally of the business man.

How the Psychologist Can Help

THE psychologist can aid the business man in three specific ways. He can help him with his problem of managing men. Sufficient workable data have been collected to enable a scientific application of psychology to personnel management. He can help the business man with his advertising, for advertising rests solely upon certain psychological laws. In the third place, he can help him with his selling, for selling, like advertising which is one part of selling, rests on psychological laws. Condensed, we might say, therefore, that the psychologist is a reliable ally of the business man in his managerial problems.

Man's mind is recognized as a controlling factor in his efficiency, and a recognition of this fact coupled with a

study of mind, which is the common or popular definition of psychology, is what has come to be called the psychology of management. This scientific management throws the stress on the man rather than on the work, and by doing so produces greater efficiency, for it shapes the machinery, the methods, and the surroundings in such a fashion that the worker can make the most of his time and efforts.

Scientific management recognizes and studies the individual. It thinks of work and worker in terms of units, for this makes for greater efficiency. The worker receives compensation for the work he actually does. The employer selects the worker on the basis of what he can do alone; he gives him a chance to improve while on the job; he encourages improvement over his records by paying him for what he does.

Scientific management, according to Dr. Gilbreth, in his book, "The Psychology of Management," will accomplish two great works.

"1. It will educate the worker to the point where workers will be fitted to work, and to live.

"2. It will aid the cause of Industrial Peace."

Because of an almost universal misunderstanding of what psychological management meant, many of the workers opposed it. They thought of the "Taylor plan" as simply a means to get more work out of them without paying them for it. Many thought that it would kill individuality but this could not be. In reality it rests on the principle of individual treatment and individual development. It makes of the individual an economic unit; yes, but it also makes of him a personality, even to the point of allowing for his idiosyncrasies.

It is obvious that with the advent of new conditions affecting business success in general and business administration in particular, management of all commercial enterprises would have to change to meet the present needs. Thinking men realize that changes are inevitable, they, therefore, are eager to find out what is the best change to make. Conforming rigidly to the older ways would be an act of folly, an evidence of not thinking. Animals of a lower order than man must follow their

old customs and habits because they can not think, plan, or take advantage of changes. Frequently changes mean extinction. That was true of man when he was in his primitive stage. Now he has learned to adapt himself to climates, to take nature into his own hands and shape it.

The First Sign of Wisdom

WE have seen, however, that the business man has a tendency to continue in the beliefs and opinions of his predecessors, and at times in his own beliefs and opinions, but not so much so as he once had. By accepting the scientific spirit he made it harder for himself to believe in traditions, adages, and unproved methods of procedure. For hundreds of years man lived through events, he experienced life in many ways, but did not apparently interpret it to his own advantage. It is the part of wisdom to weigh, judge, criticise, interpret what one experiences. People who have eyes and see not, and ears and hear not are more common than we might at first suppose. Among these are business men, professional men, as well as day laborers, skilled and unskilled workmen.

The tradesman mentioned by Defoe, to which I referred earlier, was living through an experience, he was learning that people bought more pastries from the shop that was clean and attractive. This was what might be called accidentally learned. It was not the result of weighing and judging.

However paradoxical it may sound, there is a danger of the business man becoming too much organized, or routinized. Experience itself has a tendency to organize. Getting into a rut, forming of habits, have their good points, but they also have their bad ones. The habitualized performance is hard to change: and change may be advisable. The successful manager must be master both of himself and of his employees. The business man must make neither a god nor an idol of his methods. Both the manager and the business man must be ready to readapt procedure to established success principles. They must realize that they should trust their own judgments, believe in their own ability, and at the same time be sufficiently open minded as to admit their own ignorance of what they are doing. Recognition of one's ignorance is the first sign of wisdom—and of progress. The human brain and mind are not perfect organs of thinking. In fact one psychologist has declared that they are very inefficient, and because they are they are an obstruction to efficiency.

It is the psychologist's business to learn what he can about the workings of the human mind, and whenever he does so and then transfers his information to the business man he becomes

an ally. He turns his investigations into practical knowledge. He uses his laboratory for the welfare of all, just as the experimental chemist does.

One result of this study made by psychologists is that transactions known as sales are the resultants of actions and responses that go on in the minds of the sellers and buyers. The seller can profit by knowing the workings of the mind of his buyer, potential or actual. The baker mentioned by Defoe was making a movement which would affect the mind of the prospective buyer. Display of goods is an act of the seller intended to attract the attention of the buyer with the hope of interesting him favorably toward buying. The eighteenth century advertiser in an unscientific manner tried to do the same thing. He did not know anything about the workings of the mind of the buyer, hence he frequently failed in what he attempted to do. Personal salesmanship, window display, radio advertising, display advertising, sales correspondence,—all these are forms of selling, with each form having its own problems, yet with each having a common aim: that of influencing a buyer.

The psychologist has found it convenient to think of the buyer's mind as a mental stream, mobile and complex. In order to examine it for the purpose of influencing it favorably, he divides it into six stages: 1. Attention; 2. Interest; 3. Desire; 4. Confidence; 5. Decision and Action; 6. Satisfaction. The order is not hide-bound. Interest may precede attention, for instance; or confidence may come before interest. But for general purposes of analysis we may safely think of the buyer's mind as operating along this scheme.

Acquiring the Desire

THE seller knowing these steps then proceeds to employ means of influencing them. For instance, in order to gain attention he may use bright lights and loud noises; he may employ movement and change, or pleasing colors. In order to get interest he may give information about his commodity, or "sell" it in the popular sense.

There is no hard and fast line that differentiates attention from interest. It is difficult to tell when one step leaves off and the next one begins. This merging of one step into another is common throughout the sales effort.

Salesmanship would not exist if mankind had no desires to satisfy, hence selling of all kinds must take advantage of what the psychologists have found out about these desires. Some of them are born with us; some of them we acquire. Salesmanship not only caters to those desires with which we are born; it not only satisfies those we acquire; it also helps us acquire them. Adver-

tisers put on an "educational campaign." That is what they call it, whereas in reality it is simply an effort to build up a desire in the mind of the buyer, a special or acquired desire for the particular commodity being advertised. For instance,—doubtless we are born with a desire for water, we must quench our thirst; this is natural. But the advertiser has taught us to quench it with soda water, pop, and all sorts of fountain concoctions. So valuable is education of this kind to the manufacturer that he is willing to run a school headed by experts. For illustration, take the manufacturers of soap and glycerine products. Cleanliness is a learned desire, and soap and all sorts of cleansers have literally been forced upon mankind, very much in the manner that the multiplication table is forced upon unwilling school children. Women are reaching for a cigarette instead of a sweet, not because of any original desire but because the bill board, the magazine advertisement, and the weekly radio program constantly instruct them to do so. Which ever way the thinking man turns he is conscious of the psychological appeal that is being made to his pride, his personal security, his business stability, his social obligations, and his sense of honor.

Trusting Ourselves to Exposure

WHETHER we think of personal salesmanship or of advertising, we think of it in terms of satisfied desires. So powerful has the psychology of salesmanship become that we occasionally hear of some one desiring courses in buymanship, or even in protection from salesmanship. The power of suggestion, for instance, is so strong that not many of us can trust ourselves to the exposure.

The business man of any magnitude who would attempt to run his business without utilizing the findings of modern psychology as applied to business would be as foolish as the captain who would try to cross the Atlantic without chart and compass. And what the improvements of the chart and the compass have meant to the sea going man, the findings of psychology have meant to the business man. Before the advent of the psychologist business was wholly a trial and error experience. Now it is become more and more a scientifically controlled adventure. The psychologist has turned the attention of the manager to the man, the seller to the buyer; dealing with and treating the human element in business, he has made it safer and saner, more humane and more cooperative. He is the strongest ally of the business man.

Note—A list of reliable books on the application of Psychology to Business will be found on page 51.

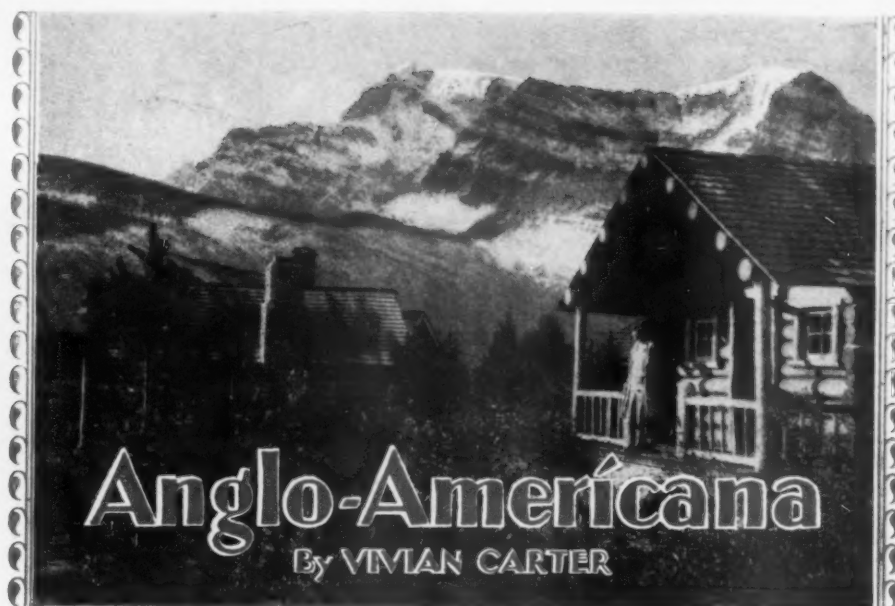


Photo: Courtesy
Canadian Pacific
R. R.

A typical Bungalow Camp on Storm Mountain, British Columbia, in the Canadian Rockies.

Anglo-Americana

By VIVIAN CARTER

HOW we variously vacate? Thank-you, Miss Muse, for the hint of a topic these dog days. To begin with, in England they take not "vacations" but "holidays." What's the difference? Will see if we can show one. It's in the sound of the word, I think. "Vacation" connotes its converse; it suggests that which is vacated, namely, the office chair, bench, counter, or what not. If I take a "vacation" I am conscious of that which I have vacated, which is horrible. The word "holiday" has a connotation of pure leisure. The "holy days" were days for detachment from things of earth, and became days of pleasure in which no sense of work was implied. If any logician can quarrel with this, or improve on it, will he please try? As to the "vacation" in itself, how does it differ from the holiday as a practical operation? In the island country, the surrounding seven seas suggest to you exactly what you shall do—step into a car or a boat or a train, and sit on any one of a thousand sandy beaches within a few hours' ride. The superior person who hates his fellow most of the time, but always at holiday time, when the wretch is daring to enjoy himself, goes to the moors, the trout streams, the shooting preserves, off to the crowded continent, or out to sea on a yacht. If he goes to the sea at all, it is to some mysterious or unpronounceable place in Cornwall or Wales. Quite a number of the new poor go and stay at country inns in places of no scenic importance. Anyway, the holiday problem in England is easily solved by the infinite number of resorts to choose from that are easy and inexpensive to reach.

With the American vacation, it is different. I look at the map of this vast continent, am dazed, bewildered. Those Great Lakes, for instance, into any of

Comparing the American "Vacation" with the British "Holiday"

which as I reminded you last month a British Isle could be dropped and drowned. Here within a stone's throw of where I write are steamers ready to take me off to Milwaukee, to Green Bay, Wisconsin, to the sand-dunes and lesser lakes of Michigan, to Mackinac Island, down Lake Huron to Detroit, across it to Georgian Bay where there are—ye Crusoes—30,000 islands, and not dry ones, either, they being in Canada; from Detroit onward through the waters of Erie to Niagara, and then if the desire is to get yet further, across Ontario to Toronto, and thence into the St. Lawrence where there are 1,000 isles net; down to Montreal, Quebec, the Saguenay River, and Newfoundland, the Atlantic and Europe. If I turn a blind eye to the Great Lakes, then there are the small lakes. These, people away from America either forget or do not know about—they never let themselves think there's anything *small* in America.

Vacational Choice

Well, let me say that there are more small lakes in America than the statisticians have even tried to count. Within two hours' ride of Chicago, I would reckon there are at least a thousand small lakes which in England would be called Great Lakes, on which one may speedboat, bathe, paddle, punt, swim, or fish. Around these lakes are thousands of week-end homes, lots of fine hotels and tourist resorts, dance-halls, and

thuswise. Here the "tired business man" loafs for the week-end, or vacates for a week or two.

If, however, the wanderlust is upon one, and the desire to cover mere distances, I hear the Yellowstone a-calling, the Rockies, the Grand Canyon, California, the Yosemite, the Pacific Coast, Vancouver Island, British Columbia, Lake Louise, Alaska, Kamchatka, Siberia and Russia. I can throw my eyes to the Far North and think of the Hudson Bay, or south to Cuba and the Indies, the Gulf; or east to New England and its mountains, to Pennsylvania and its forests and lakes and rivers; to the wonderful Hudson, the Catskills, the lakes and mountains of New York State to the Atlantic coast resorts.

Of course, I know there is the squeal of the pocket . . . that my choice of a vacation will have to be in relation to available bank balances. No doubt, like everything else in the land of the almighty standard, there will be vacation trips to suit every size of income. I have only to go into a travel bureau and say "one hundred dollars," and out will reel the tickets representing that value of vacation (if there is one to be got that cheap). Next year I will go at the thing scientifically, and let them do with me same as when I went in and bought that ready-to-wear overcoat. This year, it's too late to do anything else than contemplate. Such vacating as I am doing is round and about this lake of Michigan, which seems to me, after a look around, to contain about everything a man may want in reason, whose main idea is to get his mind clear of business and his body cool and damp. I have just returned from a week-end at a place where I swam before breakfast in a warm-water lake and after breakfast in a cool-water lake. You don't get that choice in the old country.



Photo: Courtesy Canadian Pacific R. R.

Enjoying the mountain vacation from one viewpoint—that of the camper-out, at the Lake of Hanging Glaciers, the Canadian Rockies.



A Rotarian has just remarked to me that he thinks the difference between holiday-making in the two countries is that the American business man doesn't make a point of a fixed vacation of several weeks, but takes it out in week-ends. I tell him that the British business man does both—taking mid-weeks too whenever opportunity offers.

On the Open Road

WHERE "vacation" beats "holiday" is on the open road. Given you have speed-mania and gauge your enjoyment by the mileage you register, a country three thousand miles wide and two thousand deep beats a country seven hundred miles long and only two hundred miles at its widest. The American traveller by road has the advantage of the Britisher in that he is less dependent on the Inn-hospitable. Scattered by the highways here, there, and everywhere are tourist camps in which, if and when you decide to stop speeding, you may park, eat, and sleep at any hour of the day or night. In Britain, you park in a garage, and you pay; you may eat if you appear at the regular time when beef, potatoes, and cabbage are served; and you may sleep if there's a bed for people of your type (which there probably isn't). To sleep in the open in England is to put yourself in the way of sleeping in a

police cell. "It isn't done." Tourist camps in England are almost unheard of. It seems to me there is far more camping done in America than England—and this is something easily remediable in the old country which has as much open space of moor and forest and field as could accommodate the camping-out fraternity. What in England they have a rooted aversion to is the temporary building. We build for permanence, whereas America builds for the moment or the season. An English resort is not happy to be busy just for the summer; it likes to be busy all the year round. There are no places in all England that I know of which keep open only for the summer, even the bungalow towns on the Sussex Coast.

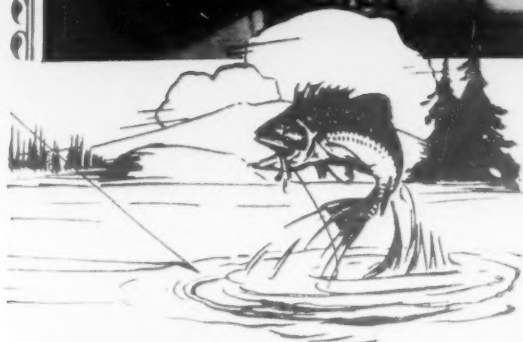
Another thing: if you cannot take your "vacation" in the summer months, you can always take it in winter, and in a thousand miles of touring go to a place south that will be warm enough in reason in the autumn or winter (I would be as happy in Florida in January as at Atlantic City in August). Some people vacate in the summer and the winter, and when by chance you meet them on State Street, Chicago, or Broadway, New York, they are just in town between-whiles.

But over there they have looked in a totally different light upon the relationship between the sea and the would-be bather. To the Britains, "the sea is His and He made it," and theoretically every man has the right to dip his body in it. True, he must do it decently; to secure which at every coast resort there are scores or hundreds of "bathing machines"—(sort of wooden huts on wheels). If one does not want to pay for a bathing machine, all one has to do is to get out of the frontage of the houses and slip out of one's clothes behind a rock, or a newspaper, or under an umbrella. The eye of authority turns away at the sight, if anywhere it happens to offend a by-law. British resorts like to see people enjoying their waters. Around the coasts of the Great Lakes, it is different. Communities do not lay their frontages out to attract the hoi polloi, but rather to protect the privileges of their residents. In my own selected lakeside place of residence, there must be about three beautiful miles of public lake-front, but I would



Photo: Courtesy Canadian Pacific R. R.

Enjoying the mountain vacation from another viewpoint—that of the observer from the hotel windows, at Waterton Lake, Alberta, Canada.



reckon there to be not more than a hundred feet of public bathing beach. On such a beach, there are no public bathing machines, huts, or tents—nor even private ones. To bathe, one must undress and re-dress in one's home, or in one's motor-car. Jail will be the lot of one who undresses on the beach—as once I nearly succeeded in doing far up on the north shore of Lake Michigan.

In the British coast resort you will find always a parade or promenade with hotels and apartment houses on the front. Around the Great Lakes, the hotels, etc., are only too often tucked away in the city some distance to the rear, all the lake-frontages having been collared by home-owners. Last late summer, I walked for miles along the boulevard that lines the north shore of Chicago, passed hundreds of lovely little lake-side homes with gardens, to see in only a very few of these any signs whatever of human beings enjoying their own possessions. All these wealthy home-owners and site-snatchers seem to have done is to shut the lake away from

the populace while they themselves spend their summer as far away as they can get. Had Rotary, or the service-club movement generally, been established fifty years ago, would they not have done something to prevent the monopoly of the lake-shore by selfish home-owners? I think so; and perhaps it is not now too late for local communities to repossess themselves of frontage which, after all, are theirs by natural right. Every lake-side community has the right to enjoy at least a proportion of the frontage.

Around Chicago, there are many communities which do not even own a little bit of scrub with a water-front, or if they do, it is shut off from the public access by poster-boardings of great height. Hereby I do publicly call the attention of Chicago to about half a mile of unspoiled lake front at Rogers Park. Let the city by fair means or foul grab it for Service, before Self gets it. Perhaps my friends of the Chicago Rotary Club will take a look into the matter. In this I do not forget that the City of Chicago has nearly completed its lake boulevard system from north to south; but this is for car-drivers, and takes little or no account of persons who still enjoy the kind of motion provided them by their Creator.

I wouldn't add any more clubs or leagues to the thousands we have but just one—a League of Pedestrians. They needn't do much walking, only just enough to assert the right to walk. That right is at present practically forbidden by authority. The road belongs to wheeled traffic, save when the traffic signal permits the walker to cross. Cross he at any other time, his life is legally forfeit. Car drivers do not see themselves called on to slow down by the fraction of a second if the signal is for them. Directly they get the signal, they use the right to drive like the devil and let him take the straggling pedestrian who hasn't had time to get clear. In Britain, the car-driver does recognize the pedestrian with all his faults as a human being and will always slow up, or even swerve, rather than risk running him down. True, pedestrians take advantage of this good-nature; but in Britain it is still the theory that legs are the normal, natural, and God-given way to get about.

Will London Follow Suit?

DEARY me, now, it must be forty year come next October since I first read that London Town was getting ready to clear away the old iron bridge across the Thames at Charing

(Continued on page 38)



EDITORIAL

THE ROTARIAN

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Attendance

ROTARIANS who believe in Rotary believe in attendance. The theoretical reason favoured by official speakers is that without attendance the Rotarian fails in his fulfilment of his obligations to represent his classification. For, according to the official speaker, to hold a Rotary classification is to hold a trust, not a perquisite. The measure of a Rotary club, from the viewpoint of its serviceability, is its attendance record. In official literature, it is claimed that there are in the world some 144,000 "pivotal men" in profession and industry who are pledged to the Ideal of Service. Such a phenomenon is exhibited to a wondering public, and at conferences many enthusiastic things are said about it. The world is told that the one thing to save it is the Rotary spirit, professed and practised by these 144,000 "pivotal men." Yet the fact is that a large number of persons do not regard their Rotary classification as entailing upon them the obligation of attendance at the weekly luncheon. What, then, do they regard it as entailing upon them? There is a familiar reply. It is that a man's fidelity to Rotary principles should not be judged by his ability to sit at meat on a given Monday, or at fowl on a given Friday. Circumstances may make it impossible for him to be present. He asks in what exact way he has betrayed the sacred Six Objects of Rotary—High Ethical Standards, Community Service, International Good-Will, and so forth—if he has failed to eat one particular meal and listen to one particular speaker, or no speaker. He could make out a very good case for himself—always provided that the week he did not attend the Rotary luncheon he *was* putting into practice the Six Objects. (We sometimes have found that the non-attender is often also the non-observer, and that the attender is the observer, of the said Objects. Strange, and quite inexplicable, but it happens that way.) The desolating fact remains, none the less,

that many Rotary clubs are meeting at far below their normal strength every week of the year; that a large percentage of their members are not benefiting by what the club can do for them.

Granted the Code of Ethics can be put into operation by anybody, Rotarian or no, without obligation to attend a weekly lunch, or any lunch at all. The Ideal of Service inspires all and sundry of all classes, many of whom cannot afford time or money for social intercourse. That is assumed, and nobody, even the most ardent defender of the limited classification, claims any monopoly of vocational ethics for the Rotarian. But the limited classification and regular-attendance rules are based on the assumption that there is one single man, in each single craft, who does believe sufficiently in the Ideal of Service that he is ready to meet in regular fellowship others similarly minded, selected from other crafts. If, for the best of reasons, the selected member cannot attend, then it is no discredit to him; all he should do is frankly to say so, and to clear his classification for somebody else.

Attendance is a source of pride—perhaps sometimes, it is inflated. But the measure of a Rotary club is largely read in attendance, as, if men attend, they are at least aware of what is to be done, and so able to do it when called upon, and do it together.

U. S. E.

THE United States of Europe! Will it ever come to be this side of the final cataclysm? Such a question floats vaguely through the mind when we read of Aristide Briand's plan before the League of Nations, on which Mr. P. W. Wilson writes an article in this issue. A glance at the map of Europe shows one great geographical difference from those three other continents—America, Africa, and Australia—where "United States" have come about in whole or in part. Europe lacks territorial compactness; she has a narrow, straggling mainland, four large peninsulas, and one fairly large group of islands. If the U.S.E. came about, it would be difficult to agree on the ideal central place for a capital, accessible, as in Washington, from all parts. The outlying "states" would always feel more out of it than others, and the central states would have a corresponding advantage. Apart from that, there is the major difficulty of language. There is no federation in the world to-day of states speaking different languages. In Europe, there are about twenty clearly different languages, and any number of dialects. To select any one for official use would arouse jealousy, and give advantage to the country that speaks it. But a universal language is, after all, possible. If a

COMMENT

war-time edict gave us all Summer Time, another edict—perhaps a peace-time one—could make compulsory in all schools a universal language sufficient for the United States of Europe to transact its business. Meanwhile, unity could be advanced, if only statesmen had the will, in matters of currency, weights and measures, and—customs.

"Looking Forward"

IN a secluded place near Chicago there met at the end of August a little group of Rotarians whose duty was to "look forward" to the immediate future of the movement. The meeting was not due to a sudden desire of authority to fill these selected men with inspiration from on high. The need for "advance information" was discovered in the first instance by persons no more prone to abstract speculation than members of the Finance Committee. Called on to budget receipts and expenditure for a given term, they replied "Tell us what it is you want to do, and we will try to tell you what it will cost you." Those asked looked from one to the other for the answer. Very rarely do "we" know what "we" want to do; it all depends on what the other fellow wants, and "we" is he. It may be assumed of every movement that what everybody who believes in it wants is that it shall *grow*. Rotary has grown prodigiously since its inception twenty-five years ago next February, but how? Not because the original Rotary Club consciously desired it should have prototypes in other cities. In actual fact, the original Rotary Club as a whole had no such desire; preferring largely to remain unique. Rotary grew because some Rotarians perceived it was a movement likely to get better and better the farther it was planted away from early associations.

To-day we take pride in the successful establishment of Rotary clubs in distant continents, among men who speak other than the English, or even the European, languages. This is because of the belief in the abstract virtue that rests in the ideas and methods we describe as "Rotarian." If it is Rotary's desire now to spread to the uttermost limits of capacity, to have an establishment in every community of the world where business and professional men can foregather, he would be a very wise financier indeed who could "budget" expenditure.

World-wide travel, with a sufficiently lengthy stay in each place to do the work of sound foundation, means equipment of competent men and efficient follow-through service. Should the cost of such missionary equipment come out of the regular revenue collected from the clubs for the

purposes of Rotary International, or should it be raised by a special appeal similar to the appeals made on behalf of other organizations with world-wide aspirations? Before the reader attempts to think out his own answer to the question, he will perhaps ask himself exactly how much he believes in the world-wide spread of Rotary as a power for betterment. Can he conscientiously say it has been good for his own community, and for himself? If he can, then he will have no option but to allow that it will be good for other communities—perhaps even better for those in far-distant lands where the service idea and the Rotary method of selection and organization are as yet novel than where civic and fraternal organizations have existed since the earliest days. In remote communities there are, perhaps, social clubs and chambers of commerce; but these have no concern with such matters as vocational ethics, community service, world-fellowship.

Rotary provides little groups of men with a purpose for getting together that is non-selfish. In times of stress and crisis, such groups may be found the most effective in bringing solutions—as for example in Ireland during the civil war, and recently in South America. In the height of the Chinese civil war, native Chinese of all political sects met together in good fellowship at the various Rotary clubs. In many European countries, the Rotary club is the only place at which men of different races, classes, sects, and parties can meet or would meet. Who knows how much conciliation cannot be accomplished by the chance word of friendship at the luncheon table? Thus, when the question how to raise the money comes up at a "looking forward" conference, some may venture the thought that once the real power of Rotary for good is widely understood, the money for world-wide extension will raise itself.

The Admen Want Peace!

WELCOME to the latest body of business men to come out openly in favor of world-peace—the World Advertising Congress. As practisers of what they preach we look to the Admen for great things. During the war, they did wonders to help governments raise recruits, funds, supplies, and—damage the enemy's *morale*. Will they now put the same resources at the disposal of movements and men that are out to make peace a practical proposition? Many such movements stand in need of—shall we say?—Publicity! Some of them conduct, or would wish to conduct, publications, but not with all the success they deserve because the Admen don't help all they might. Perhaps we've now said enough; anyway, the space is filled.

We Want More Controversy

—and should not be afraid to ventilate our vexations

By "VOLVOX"

LIFE in the trenches during the war years was a dirty depressing business frequently approaching the intolerable, and sanity was often very largely dependent upon an infinite capacity for seeing the funny side of things. Fortunately the Staff played up very well in this direction, and perhaps the best joke for which the red-hats were responsible was the classic first question of a list printed on a neat card which each subaltern in a front-line trench was expected to ask himself first thing every morning: "Am I being offensive enough?" That was the Englishman's idea of a joke, and not a bad one either, for think of the openings such a question provides for one's friends!

In Rotary everywhere just now we seem to be just a little exercised about the uses and abuses of the gentle art of controversy. To some it would appear that to be controversial is merely one of a number of ways of being offensive, and that the avowed promoters of a better understanding between the business and professional men of many countries cannot afford to take any unnecessary risks. So these folk are careful to avoid any point capable of more than one interpretation or upon which a difference of opinion could clearly arise, and as by so doing they effectively rule out everything of interest under the sun, there is some natural nervousness lest the normal inarticulacy of the general body of Rotarians be taken as the silence of consent. *Hinc illae lachrymae!*

There is certainly some justification for those same tears, for if the essence of useful controversy be publication, then there is very little evidence that we are worrying ourselves unduly concerning the problems of Rotary. Whilst, as the editor wrote recently, we are at issue on many of those problems at the moment, the controversy is in the keeping only of the few who have made it their charge and the rest of us rarely take part, if indeed we take the trouble to learn the progress of the struggle. Someone writes a challenging article upon some aspect of the code of ethics to which we all subscribe, and, as far as the ordinary observer can see, that is about all that happens. No one nowadays seems ready to pick up the gauntlet and fling it back again—hard.

There are doubtless a great many reasons why we do not leap incontinently into the fray. We are diffident,

Let the club be a forum for the discussion of many-sided Rotary problems. Controversy promotes mental growth and widens tolerance and understanding. "Volvox" in this article says "fewer luncheon addresses and more controversy would brighten the weekly meetings."

we are lazy, we are self-conscious, we are *poseurs*, we "leave it to George" on principle, we suffer from that wretched inferiority complex, we are apathetic. It is even possible that we find no pleasure at all in considering the vexed problems of Rotary. Most of the foregoing are understandable forgivable vices, from one or more of which we must all have suffered at some time or another, but the last is the unpardonable sin, for the commission of which no really satisfactory torment has yet been devised. Yet if we do not bring our controversies into the forum because we cannot enjoy the encounter, it argues a certain fear lest the result may operate to our mental discomfort. Thus it accuses us of unconsciously, but deliberately, doping our spirits with the deadly demulcent of smug self-satisfaction, which regards enquiry and investigation as disruptive of the Rotary body-politic, to be avoided at all costs but never fought, lest our self-induced slumbers be too rudely disturbed.

The Shyness of Adolescence?

HAPPILY we may well believe that such a state of affairs has not definitely arrived and that there is a case for prevention rather than cure. We are very young as a movement and maybe we still suffer a little from growing pains combined with the equally painful shyness of adolescence. Nevertheless we must not be afraid to discuss with freedom, and such skill as we may possess, the many-sided problems that are constantly before us. It is not enough that we should confine our activities to occasional arguments in group assemblies at annual conferences and conventions. We have our international and national magazines, our club publications, opportunities at our own

luncheons and committee meetings and, better still, the everyday chance of a tilt with the fellow who sits opposite us. He may be a most redoubtable foe in debate and who knows what avenues he may open for our excited exploration?

There are many questions which should appeal to the fighting instincts of Rotarian Everyman and there is not the slightest need for him to go outside Rotary to find them (if indeed any question is outside Rotary when you look at it whole). Consider the written code of business ethics as an example. There are plenty of people on each side of that fence, which is almost as high as a tariff wall and divides Britain and America to about the same extent. Think of the kick to be got out of deprecating, on the one hand, the inconsistency of the man who accepts the Rotary Code of Ethics with its eleven points but who will not have a code specially applicable to his occupation, and, on the other hand, demolishing the fellow who needs a text-book to keep him running his business on the level. Or if codes do not interest us, what about personal equation, or the human factor, as "Rotator" prefers to call it? Do we dislike people because they are different? If so, why? Again, if so, can Rotary really produce a change of heart in us? These are questions for you and me, and whether we believe with Mr. Mencken and Mr. George Nathan in the value of destructive criticism as an aid to true progress or, contrariwise, think that you should not destroy until you are ready to replace, you may be sure we shall get a lot of fun out of the argument.

Here then is a clear case for a crusade for controversy! Let our younger Rotarians wake in the mornings and ask themselves, "Am I being controversial enough?" in the same spirit that led us in war-time to be as offensive as possible, but would not permit us ever to answer the like question in the affirmative. Whether it be by tongue or pen, let us engage in what Montague calls "the divine self-indulgence of artistic construction" and the more people we can interest in our arguments the nearer the approach to the meaning of Rotary by the individual member. Fewer luncheon addresses and more controversy on Rotary subjects would do much to brighten the weekly meeting and serve to give us all that wider outlook and vision a proper appreciation of the problems of Rotary demands.



A "Ladies' Night" of the Rotary Club of Madrid. Madrid Rotary has a membership of one hundred.

At Left—Vizconde De Casa Aguiar, of Madrid, Spain, director of Rotary International.



Spain—

Yesterday and Today

THERE never was a time in the history of the world when it was more true that

"All the world's a stage
And all the men and women merely players."

By reason of rapid transportation facilities every part of the civilized world is brought together. To be ignorant of the actual happenings in any part of the world today is a distinct handicap to every man or woman who desires success or aspires to be a citizen of the world.

One of the first things to eradicate in studying a foreign country is our preconceived prejudice. A people other than one's own must be approached with an open mind and in a sympathetic fashion. We must take it for granted that no nation persists through hundreds of years without having important and valuable characteristics. These characteristics while often differing from those of our own people are not necessarily inferior. They are the result of a different historical background, a different racial strain, and frequently an entirely different mental point of view.

For example, there are many people who think of Japan as a people wearing

By **CLAYTON SEDGWICK COOPER**

bright-colored kimono, when as a matter of fact the Japanese adult never wears bright-colored kimono, but such garments are worn only by the children and the singing girls. When we think of the Chinese the average man pictures a theatrical representation of a weird looking individual wearing a long pig-tail, when as a matter of fact, the Chinese have not worn queues for twenty years, that custom having been abolished by law. It is very easy for us to let our preconceived notions color our attitude toward a country to such an extent that we never get more than a theatrical picture of a great people.

Spain, that old and distinguished nation whose history has been wrought into the discovery and development of so many parts of the world, has suffered from these preconceived ideas. Some one wrote a book at one time on "Castles in Spain" and many people have taken

only one view of this old country, namely, that of a fanciful and romantic land where the youth spend their time playing a guitar beneath their sweetheart's window, or where black-haired maidens are perpetually engaged in the wonderful Spanish dance. There are others who think of Spaniards merely as bull-fighters. As a matter of fact, the youth of Spain at present are rapidly becoming a part of the business and financial and professional life of their country, travelling to foreign lands as agents and promoters of their vast vineyards, olive groves, their cork forests, and their textile and manufacturing industries.

The understanding of a country depends upon one's knowledge of the racial strains and the traditions of that country's past. Spain has a variegated history. One thousand years before Christ the Phoenicians, those early astute traders of the Mediterranean, pushed their ships as far West as Cadiz, where they founded a kind of western Tyre or Sidon. Before this period Spain was inhabited by a rude race called the Iberians, about whom historians seem to be more or less vague as to their real character.

(Continued on page 30)

Historic

A Country of Pictures Beautiful Ca



Photo:
Publishers'
Photo Service

*Bird's eye view of
Cadiz, with har-
bor in the distance*



Photo:
Underwood &
Underwood

*Street scene in Valencia, looking
toward the church of Santa Catalina*



*Madrid, the capital of Spain,
is one of Europe's most
beautiful cities*



Photo: Publishers' Photo Service

*Scene on the Guadalquivir River in Seville with the
Tower of Gold in the foreground*



Photo: Publishers' Photo Service

*—and suddenly this quaint side
street in Cadiz*

The G

ic Spain

icturesque Cities and iful Castles



Photo: Wide World

Photo:
Publishers
Photo Service



One of the impos-
ing approaches to
the city of Toledo



Photo:
Publishers'
Photo Service

The Alcazar at Segovia, one of the
majestic castles of Spain



Photo: Publishers' Photo Service

The Giralda Tower in Seville seen
through a street archway

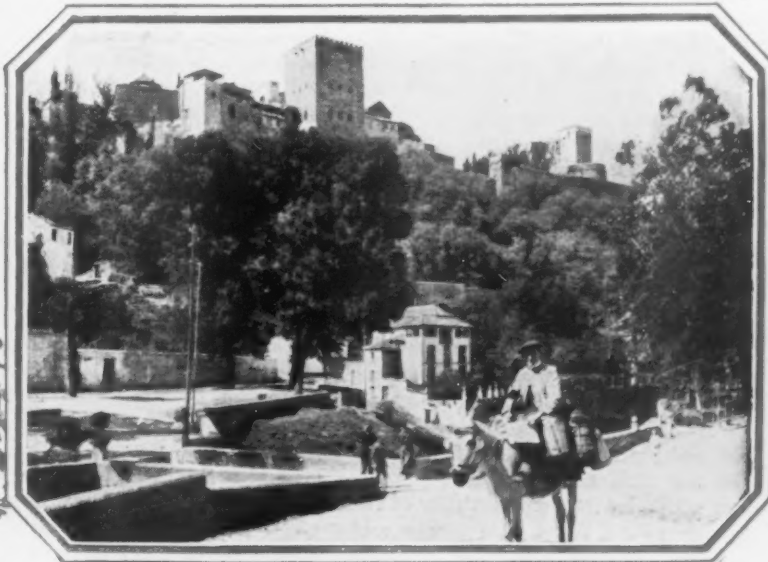


Photo: Publishers' Photo Service

View of the famous Alhambra in Granada, relic of the
days of the Moors in Spain



A beautiful view of the harbor of Barcelona as seen from the Miramar Gardens.

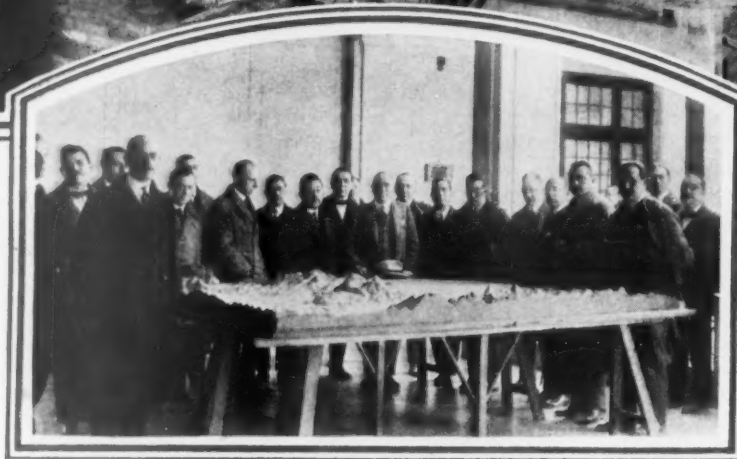


Photo: By E. B. Newman for Publishers' Photo Service

A group of Rotarians of Barcelona inspecting a high "city-beautiful" model.

(Article Continued from page 27)

Following the Phoenicians the Carthaginians came. The Greeks also, for a time, occupied the eastern shores of the Iberian peninsula. The wars between Rome and Carthage ensued for many years until Scipio Africanus drove the Carthaginians back to Africa and Rome became for four centuries the ruler of this old country. Spain was the richest province of Rome, and many of the Roman emperors were born there; Trajan Hadrian, Marcus Aurelius, while Theodorus (Rome's last emperor) was a native of Spain. One can see today throughout southern Spain, remains of the old Roman forts and the mines from which the Romans secured great treasure. The old bull ring at Ronda is built upon the remains of a Roman amphitheatre. It was really Rome that brought Spain her political and much of her intellectual progress, and it was Rome which was credited with making the Spaniards Spaniards.

In the fifth century the Visigoths, after subduing the Imperial City of the Romans swept down into Spain and ruled the country for three hundred years. These were a fierce race of men dwelling largely in the country rather than in the cities and adding to the

racial strain elements of courage, daring, and adventure. The Visigoths were followed by the invasion of the Arabs or Moors, whose control of Spain between the years of 720 and 1492, marked deeply the Arab characteristics, especially upon the southern portion of this country. It was a period in which Moorish architecture and art flourished and many of the cathedrals and palaces of Spain today reflect the handiwork of the Moors. The conquest of the Moors consumed several centuries, the famed Alhambra palace in Granada being the last stand of this proud race before they were finally driven across the Mediterranean to North Africa.

The Golden Age of Adventure

THE reign of the Catholic kings and the brilliant discovery period under the reign of Ferdinand and Isabella opened for Spain a golden age of prosperity. In the fourteenth and fifteenth centuries Spain attached to herself a goodly portion of the western hemisphere through the discoveries and explorations of such men as Columbus, Pizarro, Cortez, and scores of other adventuring pioneers, who crossed the sea in their frail ships bringing back to

Spain the riches of the West Indies, Mexico, Peru, and other sections of what is now Latin America. This was a period when Spain with her Armada and her control of the Flemish countries, with her far-extended lines of Empire came to be the mistress of a large part of the then known world. Gradually her greatness declined through the centuries, until the forming of the constitutional monarchy obtained in England.

It was the breaking down of this parliamentary system in a country where the land was held largely by an aristocratic, wealthy, and almost feudal land-holding gentry, with no middle class and with a large, ignorant proletariat of farmers and artisans that brought in the dictatorship in 1923.

Spain is a country of twenty-two million inhabitants. It is larger than the islands of Great Britain and Ireland. It has fifteen hundred miles of coast line, with excellent harbors, and with shipping running to various parts of the world, carrying Spanish products and importing goods from other lands. Spain has virtually every climate possible, from the cold of Galicia to the warm tropical airs of Andalusia. They can raise anything in Spain, for ex-

ample, that can be raised in the United States. All the minerals are there. Spanish railroads have been greatly improved and modern hotels and modern conveniences are found in every large city in the country.

No more modern and up-to-date cities in matters of trade and manufacture may be named in Europe today than the cities of Bilbao and Barcelona. Barcelona, for example, with upwards of a million people, is a great textile center. One hundred thousand laborers are engaged in the cotton mills of this city, and three hundred and fifty thousand bales of cotton are imported each year. The exports and imports from this port alone aggregate yearly two hundred million dollars. In 1926 the total foreign trade of Spain amounted to six hundred and twenty-six million dollars.

Two great exhibitions, one in Barcelona and the other in Seville, are being held which are bringing to Spain representatives from the nations of the world in large numbers, and we venture to say that these expositions will be a distinct revelation and surprise to visitors from other countries. They are a revelation of the progressive and up-to-date character of modern Spain. We saw the exposition buildings in the city of Seville, which have been years in building, and which in themselves would be worth a trip to the country, because of their architectural beauty and the careful equipment with which the Spanish people in Andalusia have prepared to show their artistry and their industry to the world.

Incidentally, it might be mentioned that Primo de Rivera, the present Spanish dictator has been largely responsible in bringing to completion these exposition buildings in Seville and hastening the presentation of Spanish modernity through this channel.

Advantages of Dictatorship

AS a matter of fact, those who have visited Spain since the dictatorship of Primo de Rivera began, with the coup d'état in 1923, when this Spanish general settled the Barcelona riots by taking charge of the government with his military dictatorship, have usually been convinced that this form of government was a fortunate event at that particular time. I have talked with large numbers of business and professional men throughout Spain and have yet failed to find one who has not felt that the dictatorship has brought an improvement in conditions for business and foreign trade over the old dilatory and unscrupulous parliamentary constitutionalism which it superseded. There are periods in every country, especially when there is a large percentage of illiteracy and lack of democratic tradition when a dictatorship is more ef-

fective than a half hearted and hypocritical republic.

In our judgment, under the dictatorship of Primo de Rivera, Spain has had the best and most effective government it has enjoyed for the past hundred years. There have been reforms in education, a vast amount of graft has been eliminated, a large amount of the gambling, which has sapped the strength of the country, has been prohibited by law, and reforms have been effected in the division of land, in the development of trade, and in giving the Spaniards a wholesome regard for the law. To be sure, we may say the muzzling of the press and the centering of power in a single man is not conducive to permanent prosperity. We may conceive, however, that there are times when this becomes necessary for a period. Primo de Rivera, is evidently not desirous of remaining a dictator, and his professed intention and his efforts have been in line with the evolution of his dictatorship into some modified form of constitutional government. Just when Spain will be ready for this change will depend largely upon the manner in which education can fit these people for intelligent franchise in a country where approximately one-half of the people exist in rural communities and are unable to read and write.

Among the elements to be dealt with in Spain as a potent factor is the Roman Catholic Church, which is said to control one-third of the wealth of the country, and which is supported by the State to the amount of eight million dollars annually. The entire population with the exception of about ten thousand Protestants and four thousand Jews, belong to the Catholic faith.

The Spanish people themselves are the subjects of, perhaps, the most important study for any one who would know modern Spain. They are a charming and delightful people, living happy and care-free lives, with distinct Latin characteristics. We have much to learn from these people in the way of art and literature, in culture, and the general mode of getting the most out of life. It is a race of men which has always placed beauty above material things. On the 8th of July in the year 1401, the Dean and Chapter of Seville assembled in the Court of the Elms and solemnly resolved:

"Let us build a church so great that those who come after us may think us mad to have attempted it."

This great cathedral took one hundred and fifty years to build. Next to St. Peter's it is the greatest in size of any Christian cathedral in the world. This church remains today as an emblem of the spiritual imagination of a great people. The Alhambra, the palace of Alcazar, the Giralda tower and the

magnificent buildings and churches of Cordova, Madrid, and Toledo will continue to draw admiring visitors from all parts of the world throughout the years to come, for these represent the spirit and the soul of Spain.

The Genius of Spain

IN spite of the modern tendencies which are rapidly advancing throughout this ancient country, we venture to believe that the Spaniards themselves, with their devoted family life, with their social graces, their inheritances of all that is beautiful in the arts of painting, architecture, and music, will continue to impress deeply the peoples of the earth. Bull-fighting, moreover, while it is still a national sport, is finding a sturdy competitor in football for the youth of this land. I was told only a short time ago in Madrid that the authorities of the bull ring in that city were pleading with the football officials to schedule their games so that they would not conflict with the bull fights, since football was becoming so popular, if not more popular, than this ancient sport of Spain. King Alfonso XIII, a splendid example of modern manhood, gives every evidence of being more interested in polo and his fine horses and his outdoor sports than he is in bull fights. Even the old Spanish dances with which we associate Spain are dying out, giving way to the more modern types of dancing and recreation familiar to the people of America, England, and other parts of Europe. It is an intelligent race of men, possessing dignity, kindness and devotion to their friends. We can learn much from these people; God calls his children from the East and from the West, from the North, and from the South. They all come bringing gifts.

Spain's contribution in the past has been no small gift to the world. Her people, possessing as they do the strains of political and intellectual strength of the Romans, the trading instincts of the ancient Phoenicians, the physical courage of the Visigoths, the imaginative genius of the Moors, and the spiritual devotion to worship, and religion of a long line of religious devotees, are now adding the modern accomplishments in trade and progress of the western world.

To conclude:

"With such magic key the youth of Spain, supported by tremendous natural resources, by an intelligent and honest people, with a peasantry unequalled in any country for industrious application, must unlock in the course of time every storehouse of the nation's power, bringing freedom and deliverance from every dilemma."

This article deals with the "Round Table" organization of young business and professional men of Great Britain which is patterned after the Rotary club. It is another, and timely, chapter to the article in last month's issue describing the Twenty-Thirty Club in America, a similar organization of young men. "May there not be an opportunity here," the author asks, "to establish contact across the Atlantic with all such organizations which may mean much toward our expectancies for International Good-will?"

In the Footprints of Rotary

Britain's "Round Table" movement offers younger generation a new outlet

By LEONARD J. HINES

"... if they do but see any place where the old pilgrim hath laid or any print of his foot it ministereth joy to their hearts and they covet to lie or tread in the same."

—JOHN BUNYAN.

FOR the first time since its inception Rotary in Great Britain is enjoying the honor of being copied, but observing that "imitation is the sincerest form of flattery" we are in no mood seriously to complain.

After all, there are no patent rights to the eternal principles of life upon which Rotary stands and, sooner or later, the keen perception of youth could be trusted to discover the fact. It is not surprising, therefore, that within the past two years in some seventeen towns and cities of England groups of young business men, having marked the power of Rotary, have entered into a conspiracy of gentlemanly piracy. Not quite satisfied with the innumerable youth organizations already in existence this more venturesome section of our country's young manhood has 'lifted' Rotary's ideal of vocational service and deliberately copied, within defined limits, its unique form of fellowship.

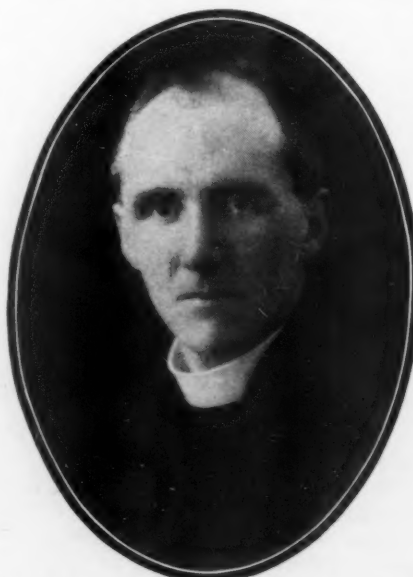
This impulse found expression on March 6th, 1927, at Suckling House, an old burgess's mansion of the middle ages whose vaulted bays and finely trussed roof still adorn the ancient city of Norwich.

Behind the massively carved oak sixteenth-century door, bearing the inscription "Thynk and Thank God" a company of young city men assembled. Supported by the lord mayor and sheriff of the city (both young men in the early thirties), and led by Louis Marchesi (a young member of the Norwich Rotary

Club), these young hopefuls brought into being Britain's "Round Table" Movement.

Inspired thus by one of the most powerful business men's organizations of the age these younger men gave to their intentions the ancient background of Britain's finest legend of chivalry. Immortally fresh from "his twelve great battles in the west" the spirit of Arthur, the hero-king of our Celtic race passed this oaken door to renew in expectant youth the vows of Knighthood at "The Table Round"; charging with romance the very practical aims of those who would be counted among "the fair beginners of a robler time."

For a year the Norwich Round Table



THE REV. LEONARD J. HINES
Halifax, England

remained an isolated experiment, establishing its own line of activities and striving to formulate a constitution by which the movement might be extended. To-day there are seventeen similar groups with a total membership of eight hundred young men between the ages of eighteen and forty. All these have been admitted to their respective clubs on Rotary's own classification system and all are self-committed to the service of the community through the medium of their business and professional occupations.

To the American reader these facts and figures may sound somewhat trivial in contrast to the known strength of other youth movements of the world but the selective principle employed in the recruiting of members for "Round Table" forever prohibits it from becoming a "mass movement."

Possibly for this reason it has attracted a type of young man hitherto unplaced in our modern junior club societies, and distinct from the "herd variety" requiring only to be catered for socially. The young "Round Tabler" (horrid title) is representative of the most fascinating section of England's new manhood. He combines in his nature the self-assurance of the old world Individualist with the breadth of vision of the new world Collectivist. He has a sense of values far more balanced than that of many of his sires. He is full of opinions for which he holds mighty strong convictions. He possesses a quiet reverence for the traditions of age and religion yet suffers very little emotional reaction towards these things. His guiding motives appear to be the dual senses of duty and decency. Such,

in brief, is the type of young man "Round Table" has captured.

And what are young men of this calibre going to make of the thunder-bolts they have stolen from the gods? At the moment they are tossing them about carelessly like young Olympian giants and at times, out of sheer deviltry, hurling a few of them back at the gods themselves.

In such a mood "Round Table" recently invited the president of British Rotary to their annual conference and proceeded to treat him to a disconcerting criticism of some aspects of the movement which gave them birth. In spite of such natural youthful impertinences these fellows are tremendously keen. You can figure them for yourselves motoring long distances on sweltering nights to attend first meetings of other clubs, paying the cost of the long journeys to their councils, giving up the week's vacation to their conferences, and—best of all—enriching their own fellowship with a jealous regard for its rightful function.

To describe in detail the club activities of "Round Table" would prove but a repetition of the normal procedure of Rotary with just a few interesting distinctions. Curiously enough these young men have not yet been moved to "bank on food" as a sacramental medium for fellowship. They are more eager to talk than to eat while discussion is more vital to them than the wise words of the mighty.

In one important detail they have carried the conception of vocation to a more logical conclusion than that which Rotary, in practice, accepts. They have avowed their intention to recognize the worthiness of all legitimate occupations and to welcome to their ranks young craftsmen and laborers and all such as fulfill a useful service to their fellows. Thus have they pronounced at the outset against that form of class consciousness which still does so much to retard industrial understanding.

Moreover, I believe these young men have grasped the idea that their fellowship has been created for the practice of the art of "being" rather than of "doing." Most of them were engaged previously in forms of useful community service and they have turned to "Round Table" not as to a service club in the ordinary sense of the term but as a group fellowship, such as this, means to the strong enrichment of personality.



Suckling House, Norwich, the birthplace of the Round Table, an organization of young British business and professional men.

The prospects of such an enterprise are great. In England, at least, it is the first venture of its kind outside Rotary and in my judgment its future is as certain as that of Rotary itself.

Round Table In America

Unless I betray my knowledge I shall be quickly told that America has a "Round Table" Movement of its own. Last year this association claimed an affiliation of sixty-five "Tables" in the chief American and Canadian cities. This would appear to be one of the very many service organizations inspired by Rotary in America. To what extent it can be regarded as a youth movement I do not know. Is it an attempt to complement Rotary or merely to duplicate it? I have the literature of this society by me. May I be pardoned a wicked smile at the arrogation of the title "Sir" by these worthy knights of the great republic? In my own conservative land we reserve this questionable distinction for elderly gentlemen who pour their wealth into the coffers of party political funds, or equally heroic "deeds of daring do." "Round Table" in America may be a real thing but there is a big difference between this knighthood of service and the British "Round Table."

The latter was born out of the heart of Rotary and promoted by members of Rotary who conceived the necessity of handing on to the younger men the secret of Rotary's vocational aims. These young men are committed to the pursuit of the ideal strictly within their own sphere. There can be no possible conflict or over-lap of the two organizations.

What Has Rotary To Say?

In the wisdom of age and experience British Rotary has said to these younger men: "You must 'blaze your own trail' and the best of good luck to you." But

Rotary has a way of doing more than it says. When the early success of "Round Table" was reported to the Harrogate conference last year that assembly replied in a tremendous vote of confidence; charging its members by resolution to assist in the promotion of young business men's clubs in their own localities. In subsequent visits to many clubs in England I have seen this extension of the Rotary idea taking shape. Frankly I confess

that I look upon this "sacking of our citadel" by youth as one of the finest things that could have happened to us. We are a middle-age crowd anyway. "But only as old as we feel" you reply. Splendid! I love to hear the old boys say it. This is one of the comforting lies we tell ourselves. Never forget that most of the answers to the problems we are facing in Rotary to-day will be spoken to-morrow by the lips of these younger men.

Rotary needs some such movement as British "Round Table" as a counter-part to its present endeavours. It should be our pride to pass on to the best young manhood of our modern world such visions as Rotary has given us. They may need them more than we do and they may make more of them.

What has Rotary got to hand on? Just the old idea of service alone? Of course not. Rotary has given a new sense of direction to the old idea. It has set up a new *modus operandi*. This is our secret and this must be our ultimate legacy to other sections of present-day society and, more particularly, to the younger generation.

With my scanty locks covered and my birth certificate locked away let me speak a word for this new youth fellowship of my country. Let me shout at least one insistent call across the great waters of the Atlantic in the hope that in the home of Rotary it may be heard: Will you help us to establish contact with the young business manhood of your own mighty continent? You depend utterly upon it for the safety of civilization and all your expectancies of international goodwill. Help us to make this contact with the youth of our own generation throughout the world and we believe we can justify your trust in us. Your hopes and dreams shall become our task.

"To make divine magnetic lands
With the love of Comrades,
With the life-long love of Comrades."

A Story Fan Speaks His Mind

A layman modestly offers some suggestions for story tellers

By EDWIN B. TOWNSEND

MOST of us are readers: our public schools enable us to be such. Many of us are omnivorous: we read everything, good, bad, and indifferent. We are a mind-hungry people. The presses belch forth dailies, weeklies, monthlies, quarterlies in an unbelievable flood. And millions of eager hands are stretched out to grab these publications, as they fall from the press. And yet, while there are literally armies of readers for all kinds of publications, from tabloids to stately dailies and scholarly quarterlies, still we are discriminating readers. Each subscribes according to his taste.

An enormous army of writers is busy day and night producing manuscript for the editors who are collecting for their various publications. These writers are ranging through all the fields of human activity and interest for themes that will hold the attention and add to the information of their readers. Among those who are thus producing for the entertainment and enlightenment of the readers of to-day, I wish to pay my respects to the writers of short stories, and say a few words about their productions.

Personally I am a short-story "fan." The hours at my disposal for story reading are few and scattered. I seldom attempt a full-length modern novel because I am a rather slow reader, and I get my biggest "kick" out of a story I can finish at one sitting. Yes, that is just the word to use, "sitting," for I belong to that two or three million group of readers who enjoy a comfortable chair, a reading-lamp, an open fireplace and a good story.

And, gentle reader, I take it that you are one in that goodly group of two or three million short-story fans, or



"There was this difference . . . the professor was building machinery—"

perhaps you are one of the thousands of short-story writers; and it is to you, whether producer or consumer, that I send out this greeting and effusion. Of course you must understand that I am writing strictly from the "side lines." Professionally I am a public speaker, but not a story teller in any sense of the word. And what I have to offer on the subject of story telling and story tellers I offer from the point of view of a consumer.

The Gift of Story Telling

TO me, story telling is a real art. Other things being equal, I suppose an art may, to some degree at least, be acquired. For a few rare souls story telling is a gift. And a gift, we would probably agree, is a possession already at hand. For example, you probably know a young lady who has taken many

lessons on the piano, yet she is an indifferent musician. And you say to yourself, as you enthusiastically applaud her with the rest of the company, "If she practices till she is eighty she will never be an artist."

On the other hand, I know a young man who can listen to a piece of rather complicated music, then sit down to the piano and reproduce it almost perfectly to the last note, and with marvelous precision in the matter of time. For the young lady music is an acquired art; for the young man it seems to be a gift, for he disallows that he has ever taken music lessons, "just picked it up." And speaking from my easy chair here by the fireside, to the rest of you easy-chair short-story fans, I want to say, I somehow prefer the young man's music. It moves along with a lilt and a warmth not found in the young lady's. His seems to come bubbling up out of the fountain of harmony.

And in connection with short stories, there is a striking parallel. The professor of English literature in a mid-Eastern college, in the days when I was a student, was an artistic story teller. His command of adjectives describing action, feeling, taste, smell, color, hope, despair, was wide and his choice discriminating. His words made vivid pictures. His narratives had proper sequence of events, his thoughts and figures of speech were clear. One listened with pleasure to his stories. But as students of English, we could see the scaffolding, and the frame-work all up according to blueprint, and the mechanically perfect joints were obtruded upon our consciousness.

On the other hand, an elderly, humble workman from one of the mills in a little Michigan town, used to come to my store in the evening to visit, when

trade was light. He told us stories of land and sea that rushed along with the impetuosity and dash of a mountain stream. His educational qualifications would not have passed him through the grades of an old-time country school. But he could tell a story that throbbed with life, that gripped the heart, that flushed the face with shame or blanched the cheek with fear. His stories were filled with the sunshine and shadows of life, the interplay of conflicting interests. There was no visible framework, no conscious sequence, no scaffolding. His characters lived before you as men and women of flesh and blood; and instinctively you became so interested in their hopes and ambitions, their defeats and despairs, that you never once gave a thought to the particular words that were bringing the narrative to you.

Of the two story tellers, the *Intelligentsia* would probably prefer the professor to the mill-worker. But for the rank and file of fire-side readers I do believe the old man of the mills would be the preferred one. He had the gift of picturing life more truly as it is, and presented more accurately the motivating causes in life than did the professor. My old sailor friend of the mills truly knew the heart of mankind. He told stories of the heart, he breathed into his characters the breath of life, and they became living souls.

All through long winter evenings around the cheery fire in the back of the store we sat under the mellow glow of the old Rochester hanging lamp, not watching the wheels go 'round or the flicker of the film on the screen—there were no mechanics in his story telling—but we lived and hoped and toiled and achieved with men and women of flesh and blood who sweat and froze and nearly drowned, who loved, and burned with consuming rage, who fought and struggled with adversity or with storms at sea till we came to the story's end drenched with blood and salt-water, and drawing a breath of relief that we, along with the characters in the story, had at last won out and could go

home with the glow of a great exploit upon us—an experience that became a part of us because we, too, had lived it.

The Art of Cuthbert

AGAIN I say, story telling is an art; also, it is a gift. I would rather hear my old friend, Cuthbert, of the mills, tell some of the stories of his early life on the seas, than listen to the most polished narrative penned by the professor of English. I know perfectly well that if the phrases of the two were compared, the work of the one would be faulty, from the point of view of good English; while the work of the professor would be perfect, every sentence a gem. Some of the sentences of my friend, Cuthbert, of the mills, were left standing quite incomplete. But they were not ambiguous. Rather, they were apparently broken off incomplete that what was left unsaid might make stronger that which was said. Each listener filled in of his own accord the coloring he preferred in such instances. What he left unsaid often made up the best and most thrilling part of the story. He awakened our imaginations.

No shred of any story the professor

told in classroom illustrative of the art of story telling lingers with me today. But I shall never forget how our bare feet were cut by sharp shells and bruised by stones as we made a desperate plunge for life into the surf from the wreck of a small fishing smack and fought our way to the gravelly beach upon which the angry waves were beating out their insensate wrath. Drenched and weary and half starved, we did cast ourselves down just out of reach of the waves until we could get our breath and feel the warmth of the sun and lift a grateful heart for deliverance. Really we hadn't expected to get out of that mess alive. But there we were with Cuthbert beside the cheery fire in the back of the store, not a soul lost.

Funny, isn't it? The professor could tickle our ears with choice adjectives and stir our imaginations with brilliant word pictures, but Cuthbert could make your blood boil or freeze it stiff. With him you pulled on oars or ice incrustated ropes till your back was about to break and your hands freeze, or you slept with your head close up in the prow of the boat and heard the lapping of ripples against the planks till you were at last lulled into luxurious slumber by the soft lullaby of the sea.

Somehow I have always felt there was this difference in their stories, the professor was building machinery, the old sailor was dealing with the stuff we call life. Both were keen-eyed men. I believe both saw life true. But the one dealt with creatures of the imagination, while the other relived hours of actual life.

Doubtless all of us easy-chair short-story fans have sensed this difference in stories. It is something like the difference between paper flowers on wire stems, and flowers fresh from the garden dripping with dew. Shall we say that "Trader Horn" has sold into the hundreds of thousands because he has come among the world's readers with a story all vibrant with life? That is what I like to find in the short story I pick up in the evening for an hour's diversion.

Contrasted with this note of reality



Illustrations by
A. H. Winkler

"—while the old sailor was dealing with the stuff we call life."

is the note we find in many of our current short stories, concerning which an intelligent and appreciative reader made the remark the other day, when speaking of a story in a popular publication, "That is a fascinating story, well told; but all the way through you know the circumstances and plot are simply impossible—it is nothing but sounding words and flashing pictures—as preposterous as some of the high jinks funny strips that are found in the daily papers."

Perhaps it is presumptuous for a fan to mention the fact that he has any preference along these lines. He is only a consumer, and common decency, likely, should lead him to speak only words of appreciation for whatever these burners of the midnight oil are pleased to give him. Have they not "crammed" for days, before writing, by reading every article they could lay their hands on that dealt with any kindred subject? Have they not read the best authors to key up the vocabulary and work up the mental momentum? Have not many of them diligently poured over correspondence courses stressing, with all due emphasis, such things as story-structure, plot, climax, and all the other elements of scaffolding that are as nothing without the experience that only life itself can teach?

Had not the young lady musician, above referred to, spent weary hours in practice lessons? Truly. But I would rather listen to the playing of the young man who has a soul full of music. His notes carry with them an element of self-expression. The stories told by professional short-story writers often are different from the yarns spun by the sons of toil in the same way that the music of the nickel-in-the-slot player piano is vastly different from the actual finger work of the master musician.

Life Is the Laboratory

MANY short-story writers need to be hauled out of the salt and stagnant waters of the sea of books, and plunged into the turbulent fresh-water streams of actual life. Send the short-story writer to war, or on an exploring expedition to Africa, sail him over the North Pole, let him mine coal, make hay, pick cotton, hunt a job in a big city, with all apologies for the use of current slang which, however, is suggestive of the wide-open spaces, "give him the gate," and let him tramp it across the continent, set him up in business where he will have to sink or swim in the currents of commercial competition, place him where he can accumulate first-hand knowledge of life, not from books, but from sweaty shirts that smell, from hard bumps and weariness of muscle, from hunger of body and

mind, then let him come back and write for us his story. He will then have something to tell about life that he did not read in a book and that will ring true. There will surely be warmth, heart throb, melody, and the human touch in his story that we did not find before.

I am for the story writer, you understand, first, last, and all the time. He is a tremendously important factor in our mental life. Only the radio audience can vie with his for size and wide distribution. But I can see room for improvement in him. I would make the same observation of the average short-story writer that is often made of the young theologians who are annually turned out from the seminaries to man our pulpits. They all need more work in the clinic. They need to come to closer grips with life. They can work up the introduction, give you the historical setting, present the philosophical implications, the ethical problems, and arrive at a conclusion logical or illogical. Somewhere through the story or the sermon these young producers may accidentally touch the quick of real life, but mostly the production is a rehash of reading or spun out of sheer imagination.

These men have not striven against sin unto blood. They have not personally scaled the heights of exaltation, nor sounded the depths of despair—save only in the numberless books they have read, stories written by hermit souls "that dwell apart in a fellowless firmament." How can they know real life, or talk real life who have lived sheltered in seminary alcoves since the day they graduated from mother's knee? A few graphic sentences from the lips of a Charles Evans Hughes will carry you farther into the heart of some international relationship than anything the "side lines" can tell you. And that something that Mr. Hughes can put in, and I cannot, is the element that I call truth from experience. It is that element that puts reality into the story. So, I say, give the story writer the chance to get the point of view that comes only to the engineer up in the cab, or the miner digging his coal, or "Lindy" flying to his sweetheart in Mexico. A few years ago "Billy" Sunday stirred the religious life of America with his spirit of fulminating evangelism, and multitudes heard him gladly, for he looked at sin and talked of sin from the point of view and in the vocabulary of the man of the street, the ball-diamond, and the mills. Of him men said, "Well, 'Billy' Sunday knows what he's talking about. He's been there all right," and if an author can get such an endorsement for his story he can be sure that it deals with the stuff of life.

The story writer has to tell his story, and the young preacher has to weave his sermon, out of the stuff the stream of life has brought to him. If it has brought books, books, endless shelves of books, something of the book atmosphere will inevitably rob his productions of the priceless glow of real life. If life has thrown him into circumstances that brought struggle, work, hope, despair, thrills, sufferings, human contacts, then his productions, whether short stories or sermons, will doubtless carry the atmosphere of those experiences. I think Socrates was as mean as he was, in driving his hearers into a corner by asking embarrassing questions, largely because his wife, Xanthippe, was such an everlasting scold. His mental attitude was a by-product of his home atmosphere. The color, temperature, and true ring of stories are drawn from the stuff of life. There is no other way.

The Real and the Unreal

THERE is a very real difference between mechanical dolls and babies. Either of them may say "Mama," open and close the eyes, and fill a little girl's heart with thrills of joy. But the one is born of love and suffering; the other is made by the thousand in a factory. And it is the one that is born of love and hope and courage along with suffering that grows upon you into beautiful fullness of life. It is the one that is made by the thousand that is finally found in the midst of things discarded up in the garret, or being touselled by the pup.

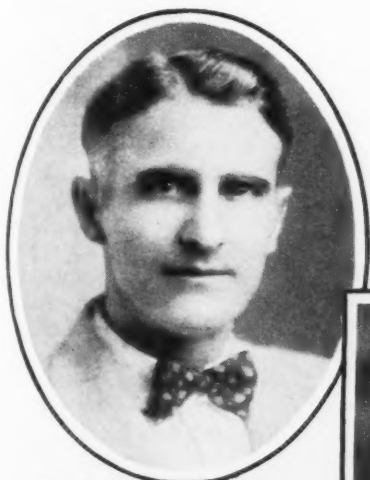
And my plea just here is that we urge our story writers to seek more ample opportunity to make broad contacts with real life, that they may be played upon by the great winds of heaven, and empty their lungs and their minds of the bookish and stale atmosphere of the school man-factory. This in order that their stories may be flushed, and alive, and glow truly with the warmth of real life.

Personally I do not care a great deal for the stories that are stuffed with the saw-dust that has leaked out of the characters in other stories. When a writer of stories comes to me with his production through the medium of the magazine, I want his story to tell me of life in terms of its fundamental elements. It must ring true to life. Otherwise, his story sounds and feels factory made. Such a factory-made story is as forlorn as a cockerel without tail-feathers standing in the rain. "Behold, the glory hath departed from Israel!" or has never arrived.

Truth is stranger than fiction, but only because many writers of fiction have never lived the life they try to tell about, that they might know the truth.

Rotary's Hole-in-one Club

ANOTHER gallery of Rotarians who have made a hole-in-one. The Hole-in-One Club is fast increasing in membership, and club members who know of Rotarians that can qualify should report their names to the club secretary, who can take the necessary steps to enroll the member. Send a picture along with the evidence.



C. C. Martin, Fort Madison, Iowa



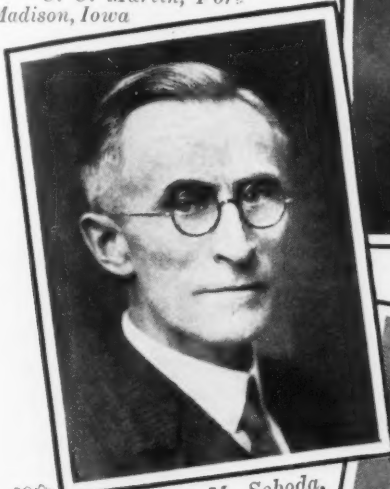
A. O. Warner, Fresno, Calif.



Albert M. Paul, Fresno, Calif.



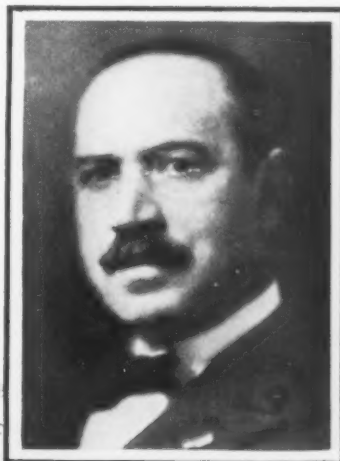
Leo R. Allen, Flora, Ill., 136 yards



Edward M. Soboda, Cedar Rapids, Iowa



H. A. C. Rose, Fresno, Calif.



J. J. Goldman, New York City, 186 yards



Orrin A. Leach, Wahpeton, N. Dak.



Vacation Thoughts on Canada

(Continued from *Anglo-Americana*, page 23)

Cross, and turn the railway over to the south-side. Now the papers tell me the turn-over is official, and that work is to be started at once. Mebbe in another forty years, given I be still alive (as likely I baint), I will stand by the Thames, stroke my goatee beard and see the new Southern Station in actual fact. I wonder, though, whether that new station, when it's built, will have as a means of communication what the Union and North Western stations of Chicago have, speed boats picking up passengers and taking them to their destinations at a blood-curdling pace along the Chicago River? If London begins to think over the use of the Thames by motor-boat taxis right now, by the time the new station is built, Britain may have regained her position as a river-power. That the Thames is entirely unused for purposes of transportation is one of the oddest instances of the present lagging behind the past. In olden days, the Thames was the Londoner's chief way of getting about town, from the kings downward. When Charles II wanted to go and borrow some money in the city, he ordered the State barge. Nowadays the river would be the very last way the King, or anybody else, would think of travelling; yet on a speed-boat it would be by far the quickest.

Vacation Thoughts on Canada

A SHORT "vacation" took me by road to the "Dells," or rocky banks of the Wisconsin River. I recommend this ride, by car and boat, as one of the most striking in all the world. I was shown among other things the bluff whereon bonfires used to be lit by the pilots to let the Indian tribes know that the fur-traders were there so they could get ready to trade. So began the march of civilization into the interior. As I left the "Dells" I took a memorable mental picture of that "civilization" in full triumph. It was the picture of a little Indian boy, in full war paint, his little nose glued to the colored comic section of the Chicago Sunday Tribune.

A Rotarian lately asked me when I planned to say something in these pages about Canada.

Well, the reason I have not as yet said anything specific about Canada has been sheer cowardice. Canadians have the right to tell a Briton (or an Englishman) just what they think of him if he says anything he shouldn't, in language he is far better able to understand than the American—and who am I to think I could possibly say all I ought to say about Canada, or nothing I ought not to say? Let us be frank about it; the British islander is

dismally ignorant about the great Dominion which keeps his flag flying so proudly over half of the North American Continent. What he knows about it chiefly is that it is the place some members of his family emigrated to at some time, either to return not at all or not wanted. He knows from Empire exhibitions and propaganda films that Canada has wonderful lakes, forests, pastures, fisheries, fruit-areas; that her statesmen tell those of the Old Country now and again just where to get on and get off. He has, however, the crudest idea just what Canada is, and what she means—and what can I tell him to put him wise? Well, just this, for one thing. To understand Canada you must discover it for yourself.

My Discovery of Canada

I HAVE discovered it about half-a-dozen times. The first was on crossing to British Columbia from Washington State, after careering all over the States and having lost all sense of time and space, forgetting I was crossing a frontier at all till I saw the Union Jack fluttering in the gentle breeze over Government House. That gave me a thrill I can recall but not describe, a thrill of realization that certain time-honored institutions and traditions persisted side by side with others across the frontier, not only without friction, but with every sign of friendly reciprocity. Beyond that thrill of the flag, there was not very much about Vancouver City to thrust on me the fact that it was not an American city. Only when I got talking to citizens did I realize—again with a thrill—that many British matters spoken of in the States with apologies or explanations were taken just as much for granted in Canada as at home. In other words, the Canadians are as well informed about our home politics as are we ourselves; in many respects their patriotism is keener than ours.

I passed out of Vancouver the way of all tourist flesh, into the splendor of the Rockies which is common to Canada and the States, and thence down on to the prairies, and the Great Lakes, which are also common, and realized that, whatever politics may do to separate the two countries horizontally, Nature has done every possible thing to make them vertically a physical unit. Where a sense of political separateness exists is where the St. Lawrence River divides a mainly French-speaking population from an English-speaking one. There is a wedge of Canada that lies between Lake Huron and Lakes Erie and Ontario where I may dare to suggest, British ideas persist rather more than

they do to the west. Here the travelling Briton will be more forcibly reminded that Canada is of the Empire than elsewhere. My own reminder was conveyed on rising to address the Hamilton, Ontario, Rotary Club, not too sure whether to put the Imperial or the International foot foremost. The band struck up "For in spite of all temptations, to belong to other nations, he remains an Englishman"—and that settled it. I talked Empire after that.

American friends sometimes ask the question just what a Briton means when he talks about the world-empire in one breath and the League of Nations in the other; they seem to think there's a little inconsistency somewhere. Here is my answer for what it is worth.

"The British Empire or Commonwealth was an early experiment in leaguening nations together which happened to speak one language or to be under the same political institutions; it was not scrapped when the experiment was tried of leaguening together nations that spoke different languages and had different political institutions because the two things were not thought to be inconsistent. In the words of the international anthem "The more we get together, the merrier we shall be."

U. S.-Canadian Get-Together

WHEN I am asked whether I notice any tendency for Canada and the United States to "get together" my reply is usually that where the tendency is noticed it is all for the best—for both parties. The more we cross each other's frontiers, the more we tend to break down those tiresome barriers that are put up by governments; the more we get used to the idea of unity. When political and economic relations are discussed directly between the two sides—should the old country worry? No, mother, I think you should not. Your eyes are not so bright as they were yesteryear, and it's a fine thing to have your daughter, Canada, keeping hers open wide on the western world where you have so much of your business to be looked after. The more Canada gets together with the United States, the better for the world-commonwealth of to-day, which we call the Empire, and that of to-morrow which is at present experimenting as the League of Nations. Then, again, the Canadian, good Britisher as he may be in sentiment, can speak on occasion a very fine imitation of the American dialect. In some respects, I think he can beat the American in that lingo. The affairs of the world may be left without fear to be spoken of direct between two neighbors who understand just what they mean.

COMMUNITY
SERVICE

Practical Problems of Rotary Service

CLUB
SERVICE

International Service

INTERNATIONAL service in Rotary is so very new that at present we are just learning how to approach this enormous field and are feeling our way toward making the international work bear fruit and make it effective. In particular reference to International Service, the general program adopted at the Convention in Dallas recommends to Rotary clubs all over the world among other activities that they aid in eliminating international misunderstanding by a frank discussion, for purposes of information, of international problems in which Rotarians are concerned.

Do such misunderstandings exist? Most decidedly they do. The following may serve as an illustration.

In some of the republics of Central America the general public has the opinion that the United States plans the annexation of these countries and will continue until the South American Continent shall also become a part of the United States. Preposterous, of course, you will say, but such an opinion exists and by no means is it the only erroneous one in existence among civilized countries. No more fruitful activity can be conceived than that which will remove such ideas from the minds of people.

This instance refers to the relation of the United States to Central American countries and has no foundation. It offers, however, to the chairmen of the international-service committees of Rotary clubs all over the world, interesting food for thought.

Truth, generally known, or occasionally revealed, about conditions existing between countries in other parts of the



Forty girls draped in flags of "Rotarian countries," and linked by colored streamers to a large Rotary wheel supported on a motor lorry by "John Bull" and "Uncle Sam" made a striking pageant in the recent carnival sponsored by the Rotary club of Heanor, England, for the benefit of local charities. The carnival netted over \$2000 for the charity fund.

world—may at times have disquieting elements. Frank discussion of such conditions for the purpose of explaining one to the other the different points of view and seeking ways and means of eliminating the existing points of friction is a task worthy of the sincerest endeavor of any Rotarian.

The most ambitious Rotarian could not possibly wish for a more far-reaching, more important appointment than that of chairmanship of the international service committee of his club. As a means of learning about existing opinions and conditions the convention at Dallas recommended a constructive survey of the world to learn the characteristics of nations and races, sources of friction, and the forces that make for good-will.

Even a brief or superficial survey of the world will indicate where, according to the club's geographical location, general interest of its members, racial or business conditions, the logical start for getting the above-mentioned information should be made. For some clubs it may be best to start with the closest international neighbor. The positive interest of another club may lead to the selection of a very distant overseas country, which the club will study and get acquainted with.

The best start may be made through correspondence with a Rotary club in the selected country situated in a city of similar characteristics. After the ice has been broken in the relations between these two clubs, it may be possible to secure literature on that country, which can be studied by the international service committee and the results of the study presented to the club in a series

of interesting and worth-while programs. At times it might be possible to secure a Rotarian from the country being studied for an address and ask him to discuss some conditions about which no sufficient information could be received elsewhere.

The conditions of Rotary, for example, in a country should offer an especially effective means for learning about the country's characteristics. Customs, historic background, economic and social problems, all such questions might well be discussed in the friendly atmosphere of Rotary.

A good number of Rotary clubs, especially in the United States, are getting a fine start in their international-service activities. Many of them have selected countries in the study of which they expect to specialize. Here is wishing them the best of success in an enterprise that is fraught with possibilities for the noblest kind of service.

Discussion of the Kellogg Pact

An interesting discussion of the Kellogg Treaty took place at the dinner of the Northern Region of District No. 13 of R. I. B. I. Rotarian Gordon Liverman gave a masterly exposition of this subject from the British standpoint, and a paper prepared by a Rotarian in Mon-

tana representing the American view was read by Rotarian John Amos of Kansas in the presence of two other Rotarians from the United States.

These three American Rotarians declared that this experience was worth the whole journey to England. They had had an unusual chance to get the British point of view and a still more unusual chance to give the point of view of their countrymen to English friends. This exchange certainly helped development of acquaintance, understanding, and good-will between these two countries. But the interesting thing about this program is that the idea of stimulating an inter-country discussion of the Kellogg Pact originated in the mind of a Rotarian in a small club in Montana—thousands of miles from New York or Washington; far removed from the echo of European affairs; one of those Western States of which we are accustomed to think that they have no "international" interests at all. Thanks to Chairman John Hall, a meeting was held in all four sections of District 13, at each of which Gordon Liverman spoke. Rotarians present had a chance to realize how fine a contribution to Rotary one man in Montana who took the time and trouble to think and act has made.

International Understanding

In the office of the Secretary of Rotary International there was recently received a copy of a "Weekly Letter" published by the Rotary club of Zagreb, Yugoslavia. This letter contains, among other interesting items concerning the life of this club and its contact with other Rotary clubs on the Continent of

Europe, an excerpt of a talk delivered by Rotarian Poduje about American people.

The Zagreb club, one of the most recently elected members of Rotary International, publishes its Weekly Letters in Croatian, the language of their country, for local purposes, and in English for Rotary clubs in other countries.

To what extent a really well-informed Rotarian can give a good idea about the characteristics of people in another country and in this way promote acquaintance and understanding between nations, is very well illustrated by the excerpt of Rotarian Poduje's speech about American people, of which this is a transcript:

"America is perhaps the most sociable country in the world. Every American is manifestly bound to society. He is a member of his professional organization, he usually belongs to a religious organization, and is politically organized. Many of them belong to humane and fraternal clubs, and those who finished the university remain for their whole life a member of it, and, moreover, they inscribe new-born children in order that they might continue later on their study in the same university as their parents.

"American society is divided ordinarily into two classes: The high society, composed of rich people of the second

generation. They live for club service. Those clubs, which count but a few members have their meetings in luxurious buildings or castles, and the membership charges are very high because of the exclusiveness they want.

"The second class is the business class: It is the heart of America out of which our Rotarian movement descends. It is an organization of independent business men.

"Children are brought up for society life from their earliest childhood. In schools they at first learn to know their language correctly. In society the discipline is very important. The chairman enjoys perfect authority.

"The American is a mixture of naïveté and sublimity. He is also a materialist because he wishes to earn money in order to realize his ideals (Rockefeller, Carnegie, etc.)."

Short talks of this character, if accurate, certainly may go far in creating understanding of actions and customs of other nations.

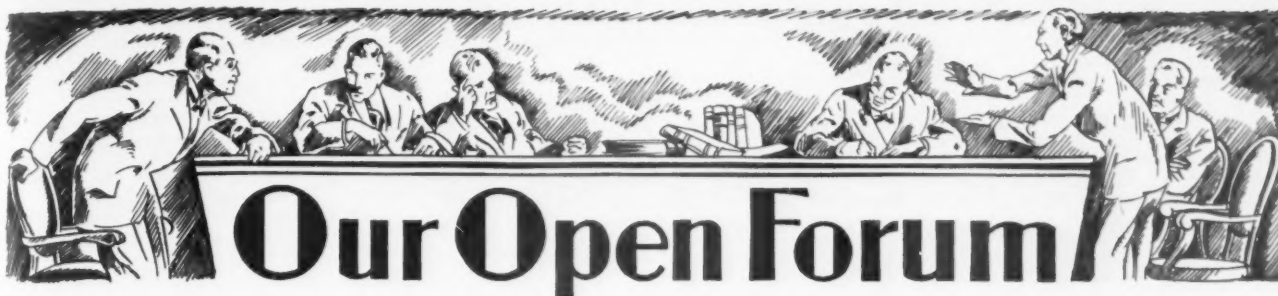
Sends Youth to Europe

The Rotary Club of Poděbrady, Czechoslovakia, entertained, on the 10th of July, a group of students from Cicero, Illinois, travelling throughout European countries under the auspices of the Cicero Rotary Club. These students are selected pupils from the Morton High School of Cicero and are spending ten weeks of their vacation time in Europe, visiting the important cities and historical landmarks as well as Rotary clubs on their itinerary.

Vocational, Community, and Club Service sections will be found beginning on page 52.



This exhibit prepared by the Granite City (Illinois) Rotary Club for display at a district conference illustrated in a forceful way the interdependence of nations. The particular product of each of fifty-three nations, upon which the United States depends, was shown, with a world map as the background. The exhibit created wide comment and was afterward shown in the public schools.



"Profit" and "Gain"

Editor, THE ROTARIAN:
Reading, in your issue just at hand, the letters of W. R. Lence and "George" Lewis, regarding the "miserable" word PROFIT in the Rotary motto, set me to wondering if they and all other objectors to that word recalled that Biblical admonition "what doth it profit a man to gain the whole world if he loses his own soul?" "George" Lewis likes "gain" better than "profit," but the quotation draws a distinct demarcation between those two words, and quite in favor of "profit."
"GRID" ADAMS.

New Rochelle, N. Y.

The Way the Children Sing It

Editor, THE ROTARIAN:
Glory be,—Rotarians are evidently thinking seriously about that "profits most." Down here on the coast we have a summer camp for poor children, who are often brought in the cars of Rotarians and this is the way the kids sing that song to them:
S-E-R-V-I-C-E, THAT spells Rotary.
R-O-T-A-R-Y is known on land and sea.
From north to south, from east to west
We love him most who serves the best.
S-E-R-V-I-C-E, THAT spells Rotary.

And, by the way, that terrible: "There is something for you and for I!" Rotary ought not to tolerate such distortions of the language, even in fun.

S. A. MILES.

Christmas Cove, Maine.

The Ex-Rotarian?

Editor, THE ROTARIAN:
Seriously speaking, what of the ex-Rotarian, those members that leave their club perhaps due to business reverses which puts them maybe only temporarily out of the active management of their own business or into fields where it is not practicable to reinstate them for membership. Would it not be Widening the Sphere to give them some status such as Honorary Membership with visiting privileges or in some manner keep in touch with them? A slogan similar to "Once a Rotarian, Always a Rotarian," and buttons and auto stickers with the Rotary emblem perhaps encircled in a gold band to help foster the Hello Bill idea, and make the days, when pressing cares and worries were forced aside long enough to attend meetings when others might think missed dinners were lack of interest, seem worth-while.

I repeat, What of the Ex-Rotarian?

O. A. FRITZ.

Melrose, Mass.

What of the "Ex-Rotarian?"

Editor, THE ROTARIAN:
I wish you would give us a line of thought on How to deal with the Retired Rotarian? To fire him into the dump after he may have given the best of his active business years to Rotary, on the plea that he is no longer in active business, is simple foolishness. To lose the benefit of his experience, when Rotary needs him most in that relation; to leave him deprived of the pleasure of being a Rotarian just when in his program he needs that privilege, seeing he has to fill in what may have been other activities in business he lays down, is not the recognition of Service we talk so much of!

Twenty-five years ago, when Rotary was younger, it may have looked alright; but to-day we are reaching the stage where there are thousands of Retired Rotarians—men who have given of their best in Rotary—and to

These columns are open to readers of the magazine for discussions of questions affecting Rotary policy or procedure, of local or international import. A meeting of minds across the conference table has solved many problems, corrected many thoughtless practices. These columns are intended to fulfill the same function, and will be helpful to the extent that club officials and members enter into frank discussion. Contributions are welcomed, but should be as brief as possible.

leave them "scrapped" because the milestones have lined up behind them, it seems to me, is not the policy of Rotary.

Think it over, and let us have your valued advisory counsel, for the time has come in my judgment when we should tackle the Constitution and bring it up to date.

HERBERT P. COATES.

Montevideo, Uruguay.

"Safety First"

Editor, THE ROTARIAN:
The article by Dwight Marvin in the May issue of THE ROTARIAN is at once surprising and disappointing. Surprising in that a man of Dwight Marvin's age and experience should champion such a narrow view of the slogan "Safety First"; disappointing in that he should so wrongly interpret a phrase that has done much good in the world.

"Safety First," taken alone and far removed from its proper setting may be all Marvin claims of it. However "Safety First" when read with its context and in its proper place in our present-day world means "Think, then Act."

Lindbergh read the motto aright. Through careful preparation and long thought he accomplished his mission. Others disregarded the motto, and failed in illy prepared, thoughtless ventures. In all great structures of our modern world strength and permanence, that is Safety First, is the primary consideration of the designing engineer or architect.

In the realm of world affairs, our leaders and heroes are those who work for the advancement of the race. And these men have ever before them as a guiding light the motto "Safety First"—Think, then Act.

D. L. LEISHER.

Vero Beach, Florida.

"Gross Ignorance"

Editor, THE ROTARIAN:
I have just read the article on "Safety First" by Mr. Dwight Marvin, appearing in the May ROTARIAN and would like to ask for the privilege of replying to this article.

The blatant sarcasm of the first paragraph

is such overwhelming evidence of the writer's gross ignorance of his subject and the subsequent ramifications are such conclusive proof of his misinterpretation of the phrase about which he writes—Safety First—that the readers of THE ROTARIAN are entitled to know its true meaning.

One would think by his interpretation of the phrase that the advocates for safety first would be preaching against all adventure and all progress. That Lindbergh would not have been allowed to sail to France or Byrd to the Poles and no interpretation of the phrase could be a greater fallacy. Lindbergh cut his rations to less than a minimum in order that their equivalent in weight could be carried in gasoline—a safety measure. Byrd in his trip to the South Pole has had safety uppermost in his mind and every emergency and eventually that the human brain can conceive was taken care of. The adventure in itself was accompanied by enough hazards so that safety in preparation was developed to the nth degree. The U. S. Navy, Army, Marines, Fire Departments, Police Departments, etc., are merely the evidence of "safety first." In the article, Mr. Marvin's interpretation of the phrase is so warped and fallacious that its originator could hardly recognize it.

In my opinion such an article in the magazine of the character of our ROTARIAN could not be more out of place.

T. N. SHAW.

Casper, Wyoming.

When Business Becomes Charity

Editor, THE ROTARIAN:
"Was It Good Rotary?" Giving personal service might be but Business Service when not paid for becomes charity.

In the instance mentioned the service rendered, whether within or to reduce a fair profit, cost the man or firm actual money and was not paid for by the recipient. Consequently it was paid for either by the person giving the service or as a part of an added price charged some other customer.

In the other instance in which the refusal to deliver a small order of flowers caused the loss of a large order, the extra service on the small order would have been paid for indirectly by the customer in the price of the later large order, but unless such a later order came from the first customer, it was no less than a donation to the first customer—in other words charity where none was deserved.

Isn't this true?

WARREN S. WOOD.

Michigan City, Indiana.

(I am not a Rotarian so am simply butting in!)

Courteous . . . Cosmopolitan

To the Editor, THE ROTARIAN:

Attending Rotary here yesterday [The Hague] I was a party to an outstanding courtesy which I think is worthy of record.

At the opening of the meeting the vice-president, Mr. Josephus Jitta, presented the visitors, one from Sweden, one from Germany, one from England, and two from the United States—and then announced that out of courtesy to the visitors the meeting would be conducted in the English language.

The members responded to the rollcall by giving their classification in English.

The principal item on the program was the report of the delegate to the international meeting at Dallas, Mr. C. M. Slotboom.

This he gave in a most complete and enter-

taining fashion—expressing enthusiastic appreciation for the courtesies and entertainments experienced in America.

By the way his report was received, I think all Hague members will want to attend next year.

The responses and other transactions and reports of the secretary were in excellent English.

The one exception was that President K. Hefrage, of Stockholm Rotary, addressed us in German.

To see a characteristic "dyed in the wool" Holland organization in its native place a most typically Holland center thus, out of courtesy, adopt a foreign tongue can only be interpreted as evidence of the in-born courtesy of the members of the club and of the people themselves.

But it means more: It is the profoundest evidence of the cosmopolitan nature of the club—of the place—and of the people of Holland. Situated between the three strong languages of the world, English, French, and German it behooves them to be linguists, and the result is that most Hollanders are trilingual. What more convincing argument can be asked that this is the ideal place for international conventions, conferences, arbitrations, peace movements.

C. VAN ZWALENBURG, M. D.

Mission Inn,
Riverside, Calif.

P. S.: With characteristic modesty Secretary Jurriaanse suggests that the acting president had in mind an exercise in English for the benefit of the club. More glory to their cosmopolitanism. Where is the club that can repeat it? To me it was a wonderful courtesy.

C. VAN Z.

British Versus American Coldness

Dear Mr. Editor:

I want to take issue with you on the "coldness" of Americans as compared with Englishmen. I can only write from personal experience, from what I have read and what I have heard others say.

You spoke of a "frigid" railroad trip with some Americans. You must have been routed with some mutes for I have traveled a little myself and I have always found that friendly folks gravitate to friendly folks. Now I am not saying that you are not friendly and I hope that you are as friendly as you appear to be journalistically inclined. Come down South—down in Dixie—down in this so called Bible belt—and see the real American sort of hospitality and friendliness which just pours out on every hand. Come where the real Americans are, for we have, in South Carolina, 98 per cent American born and when you want a taste of America you can't expect to get it from the mixed population that you have probably been thrown in with.

I want to cite a few examples of the ice water that Englishmen have circulating in their veins in place of good red blood. The troop ship on which I sailed to France when we were fixing to help make it safe for the English to pause in the afternoon for his bit o' tea, was also a passenger ship and one of the passengers was none other than Harry Lauder, not then Sir Harry. Being given to writing—witness this and judge me by quantity and not quality—several of the other soldiers and I decided to get up a troop newspaper during the voyage. I was to get up the interviews, etc. I made an appointment with Sir Harry and found him at tea in the dining-room. Of course he was glad to give the interview for publicity never hurt anyone, but do you think that he once asked me to sit down or to share the pot of tea. Now, I'll admit that I was just a common soldier, a sergeant to be exact, but I was one of the "brave boys" that he talked and sang about, much to the benefit of his bank account.

Now for another instance; I was given a leave of absence and wanted to visit England. After a very pleasant stay in London, during which time I was almost always in the company of Americans—who made their own society—but upon my return to France I was routed on a British troop ship. By this time my grateful government had observed my latent talents as a soldier and had issued me two small gold bars. Now I was an officer

but do you know that on the entire passage of the Channel not an English soldier spoke to me unless spoken to and then in a not too friendly manner and, later, down in the bar, where, no matter what nationality, friendliness should radiate, not a word was spoken to me.

Now, sir, I am not hard to get on with, in fact I count myself a good mixer and I feel that I was not at fault in either instance.

On the other hand, in Belgium, especially, I met some of the finest men in the British army, sergeant majors and sergeants. With them, at nights, I have enjoyed hot rum and let the passing Boche planes go over unheeded, unloved, and unsung.

HAL KOHN.

Newberry, South Carolina.

"Girls' and Boys' Work"

Editor, THE ROTARIAN:

Should you think the following suggestion worthy of a place in "Our Open Forum," it is offered on its merits or demerits. It is that there may be just a suspicion of an incongruity (not expressed, but implied) in the title which is given officially by Rotary to one of its prominent perennial activities, namely, "Boys' Work." The implication might, and probably does, arise in many minds that Rotarians, being mere men and consequently proud of that boyhood which they try to keep alive in one another, have little if any time or thought to give to that other half of humanity who, by cordial consent, are granted the privilege of calling themselves "girls."

My suggestion is that it might be an improvement if the activity in question were officially altered in name to, say, "Girls' and Boys' Work." One point in favor of this title would be that it would imply the same courtesy that finds expression in the phrase "Ladies and Gentlemen," a form of speech which is supposed to come as *second nature* from the lips of all gentlemen, Rotarians or otherwise. Of course, it is not really true that Rotary has no serious concern for the welfare of the gentler sex. For instance, "crippled children," and not merely "crippled boys," are helped, regardless of sex.

N. MORTIMER THOMAS.

Sydney, Australia.

America's Grain Exports to England

To the Editor:

The anxiety that all Rotarians must, and do feel for the establishment of the most cordial relationship between the U. S. A. and Great Britain in particular to say nothing of Europe in general, impels me to write you something on the question of one brand of commercial intercourse, viz. that of U. S. A. exports of grain.

For many years the contract upon which business between the two countries has been transacted is one which provides for no redress to the buyer in the event of irregularity or inferiority of quality on arrival at destination. It simply provides for a certificated quality at time and place of shipment and the various kinds and qualities of grain are graded under a system of inspection more or less national—a similar contract exists between sellers and buyers of Canadian produce.

The Canadian grading machinery which is elaborately organized and administered by the Dominion Government leaves little or nothing to be desired and very seldom has any cause for complaint arisen, but this is not so with U. S. A. shipments, and these latter, especially in the case of barley have been the cause of intense dissatisfaction and heavy loss to buyers this side during the current season on account of quality alone; for the ordinary incidence market fluctuation is not under consideration in this complaint.

The vague dissatisfaction against the general character of U. S. A. grain shipment covering a period of years has this year crystallized into a very definite form under the injury to pigs and cattle caused by feeding to them American Federal barley. On the Continent as well as throughout England this grain has done an immense amount of injury and feeders who bought it in the early part of the season are left with it on their hands, as after the first feeding they dare not continue, and they do not know what to do with it.

The result is that to a large section of mer-

chants and agriculturalists in Europe the reputation of the U. S. A. in the commercial world is discredited, and an increase of friendship retarded in consequence.

There is no grain exporter on the Atlantic seaboard of the U. S. A. who is not fully aware of these facts. I expect there is also a large number of Rotarians in the grain business and the question naturally arises: "How is this state of things squared with the ethics of Rotary?"

There is an old Quaker saying which is probably as well known in America as over here: "If thy friend deceive thee once shame on thy friend, but if thy friend deceive thee twice, shame on thee" and in all likelihood there will be a very great falling off in shipments of American barley as a result of this season's experience.

This is bad for international friendship which cannot flourish when one party is laboring under a keen sense of injury, especially when importers' needs can be satisfied under better conditions from other countries, so that on commercial as well as ethical grounds the U. S. A. should do something of a very definite character to restore a trade lost to them by their own failings.

CHARLES A. F. RIDSDALE.

Gloucester, England.

"Unfair to Small Clubs"

Editor, THE ROTARIAN:

The statement of "A Rotarian" under the heading "Large Club Attendance" in "Our Open Forum" in a recent number of THE ROTARIAN will most certainly not receive the endorsement of Rotarians generally throughout the country. It sounds like an attempt upon the part of the author to justify and excuse the poor attendance of his own club. It seems an unwarranted reflection upon the efficiency of the small club as well as an unjustified claim of superiority for the large club.

The statement is, in effect, that large clubs with small attendance do better work than small clubs with large attendance. It would be just as reasonable to claim that an army of one thousand picked men would be more effective after five hundred of them had become disabled, or that an ounce of radium in a three-ounce container is worth more than the same amount of radium in a one-ounce container.

The assertions that the attainment of 100 per cent meetings by small clubs "is the extent of their effectiveness" and that "as a factor in community development and other Rotary club activities they hit way below par" are most unfair to the small clubs and do not represent the real facts. Of course attendance does not mean everything in Rotary but since when has non-attendance become a virtue? Rotary emphasizes that the first obligation of a Rotarian is to attend the meetings of his club regularly. Attendance, in most cases, is an indication of the club's condition. It is a thermometer that registers the degrees of heat or cold of club activity. The rule undoubtedly is that clubs having the largest percentage of attendance excel in enthusiasm, do better work and more nearly measure up to the highest standards of Rotary.

There is no justification for the assumption that large clubs even with large attendance do better work than small ones with proportionate attendance. To hold otherwise would be to suggest that large clubs have a corner on brains and that their members are more competent, more active, more resourceful, and more progressive. All Rotarians are supposed to be picked men and, man for man, they average about the same in all clubs.

It is to be regretted that "A Rotarian" never had the honor of belonging to a 100 per cent small club and so has never enjoyed the thrill of seeing every member of his club in his place and performing his whole duty as a Rotarian. He would have discovered that the club whose members have enough enthusiasm and Rotary spirit to attend 100 per cent strong also put forth worth-while things across by reason of that same enthusiasm and Rotary spirit.

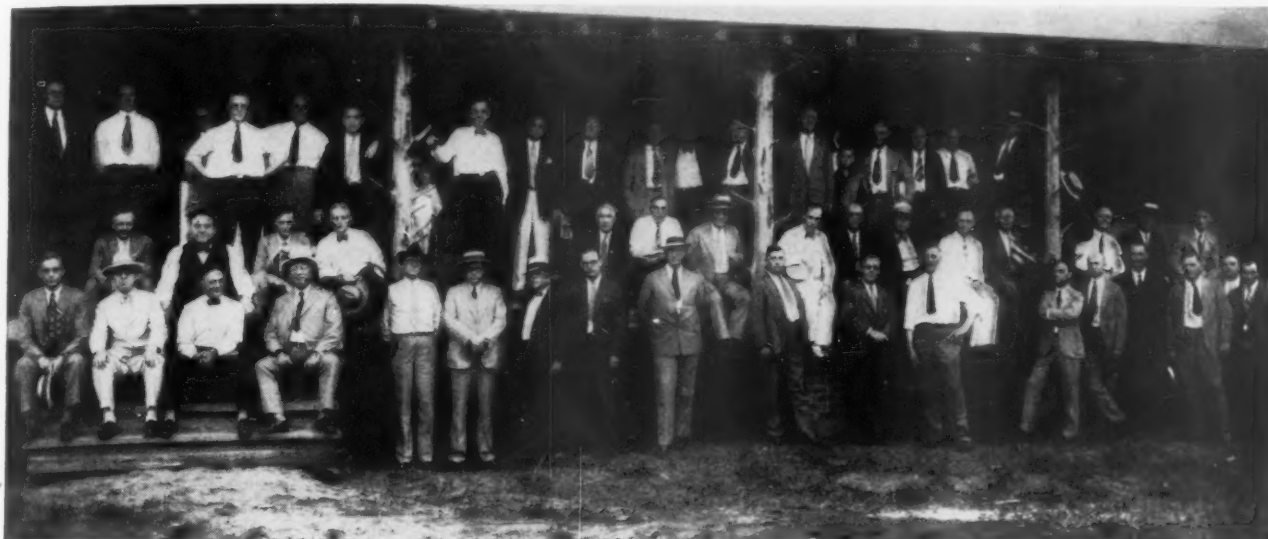
All honor to the small clubs. They are the mainstay of Rotary. And all honor to the 100 per cent attendance clubs, large or small, and may their number increase.

"JUDGE."

Grafton, W. Va.

Rotary Club Activities

"I'll put a girdle round about the earth in forty minutes"—Midsummer Night's Dream



An informal picture of the Rotary Club of Durham, North Carolina, the home club of President "Gene" Newsom. The club members are shown on the porch of Rotary Hall, a building donated by the Rotary club to Camp Sacarusa, a summer camp for boys conducted by the Y. M. C. A. of Durham. The hall is 55x100 feet, contains a large auditorium, library, and fully equipped kitchen. President Newsom is standing on the porch, coatless, with his hand on the post; next to him is W. F. Carr, chairman of the camp committee, who complimented the Rotary club upon the selection of their gift. Three of President Newsom's boys, Gene, Jr., James, and John, were in attendance at the camp this summer.

Table Captain Conducts Little Talks

LONDON, ENGLAND—Little talks on vocations held by one of the table captains during the course of the regular weekly luncheons of the local Rotary club has created a great deal of discussion. The talks are no more than ten minutes or so in length, and acquaints those seated at the immediate table with the vocations of their table mates.

Club Photos Add to Charity Fund

PARIS, FRANCE—The local Rotary club after pondering ways and means to fatten the charity fund hit upon the idea of preparing and selling a little booklet containing photographs of each member together with a biographical sketch. The club expects that this idea will yield sufficient revenue to carry out an effective charity-work campaign.

Washington's Manifest Membership Classifications

PHILADELPHIA, PENNSYLVANIA—Professor Albert Bushnell Hart, internationally known authority on government spoke to the local Rotary club on the life and accomplishments of George

Washington. He called attention to the manifold "classifications" in which the first president of the United States qualified, and named those of farmer, realtor, financier, engineer, manufacturer, and stock-raiser.

Camp Vacations For Boys of Distressed Areas

LLANDUDNO, WALES—The Rotary clubs of Llandudno and Colwyn Bay have secured camp accommodation at Conway for boys from those areas most affected by the unemployment situation. Forty-two boys of ten to twelve years of age will be in the first camp party, and boys aged from twelve to fourteen will form a second group. Each party will enjoy a week's holiday during August.

Club Ideas Well Liked

TOLEDO, OHIO—At the breakfast for editors of club publications held at the Dallas convention, the plan of the local Rotary club of conducting a column "Rotary Ten Years Ago," was considered a worthwhile idea. Also the club's plan of having a new member read a biography of himself written by another member made a great hit.

Club Likes Idea of Student Exchange

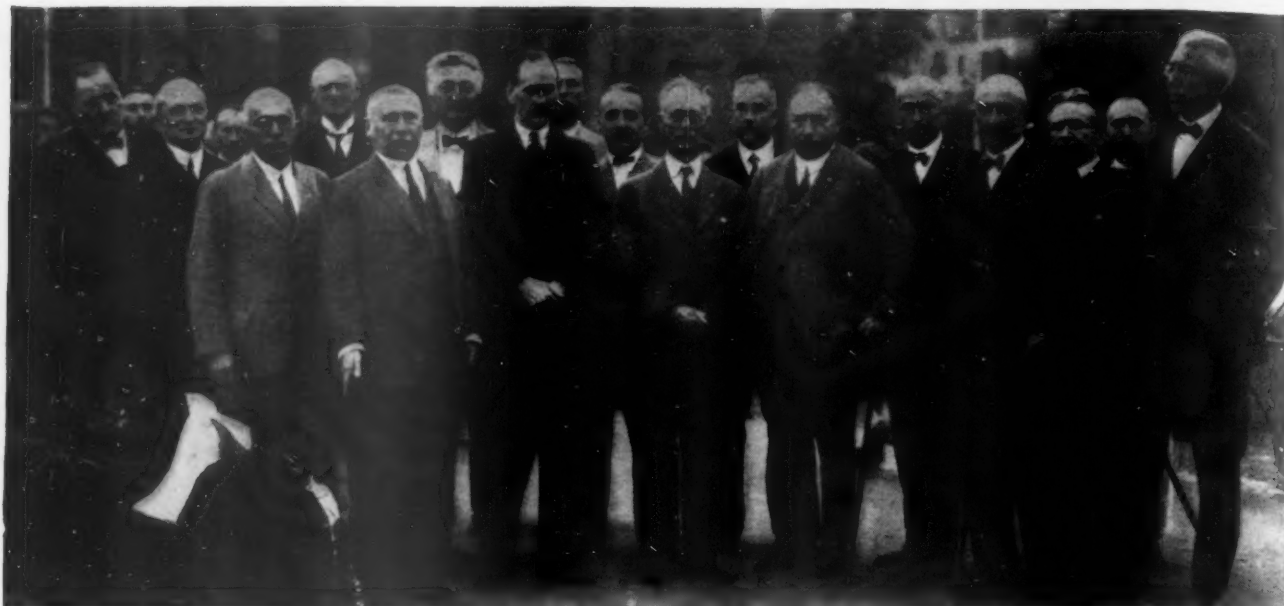
DONCASTER, ENGLAND—The Rotary club here expects to arrange for the interchange of at least twenty students for the summer period. Members of the club believe that even though there is no student to exchange in every case, Rotary's sixth object is advanced by hospitality extended to boys and girls from other countries for a few weeks' time.

Member Presents Gift to Club

DURBAN, SOUTH AFRICA—The local Rotary club was presented with a bell mounted on a special Rotary stand with which to call meetings to order. The bell was a gift from Rotarian Dougall, and was first used at the district conference where it attracted much favorable attention. The sergeant-at-arms will use the bell at all of the club's weekly luncheon meetings.

Various Denominations Unite for Worship

CAPE GIRARDEAU, MISSOURI—One of the things conspicuously lacking in this town is religious intolerance—and the



Helping to cement the friendship between their nations, John Riddell and Frank Molloy of the Rotary Club of Doncaster, England, on June 20th placed a wreath on the Budapest War Memorial, and that evening at a gathering of prominent Hungarians and Rotarians they presented the Budapest club with a British flag. In the front row, left to right, are Dénes Nagy, György Lukács, president of the Budapest club, Frank Molloy, John Riddell, Lóránt Hegedüs, Andor Tasnády Szűts, and Béla Zador.

townspeople are in no wise disturbed over the lack. Catholics, Protestants, Hebrews attend services together, and their religious leaders share the responsibilities of the pulpit. Not infrequently the Presbyterian church is used for Hebrew services since there is no synagogue here as yet. This tolerance, which was unshaken by the recent political campaign, is particularly pleasing to local Rotarians who have done their best to further it.

Rotary Helps Lower Barriers Between Towns

VERNON, B. C., CANADA—Members of the Rotary clubs of Kamloops and Kelowna met with the local Rotary club recently, inaugurating the first inter-city meeting, which it is planned now to make an annual affair. Some of the barriers existing between these communities were lowered by the practical idealism of Rotary, and the friendly feeling growing between these cities will be fostered and developed by athletic events, and other inter-city activities.

Club Improves Rural-Urban Relations

MILTON, PENNSYLVANIA—Seventy farmers accepted the invitation of the local Rotary club for an evening of entertainment, and to hear an address by Dr. Jordan, State secretary of agriculture. The address dealt largely with the factors that are breaking the barriers between farm and town people. Every one at the meeting felt a common, friendly ground had been established for the exchange of ideas, and a means provided for solving problems of the two groups.

College Book Given to High-School Students

WATERTOWN, N. Y.—The local Rotary club purchased seventy-five copies of "What Kind of a College is Best," and presented a copy to each member of the senior class of the Watertown High School.

Club Helps Student Graduate from College

CHANUTE, KANSAS—With the aid of the student-loan fund of the local Rotary club, a young man recently finished a full college course at Drury College of Springfield, Missouri. He has secured a position with the Sullivan

Machinery Company, and has paid back practically all the money he has had occasion to borrow from the Rotary club.

Student Attends Club Meetings

TARPON SPRINGS, FLA.—Each school semester the local Rotary club selects a high-school senior as a club "member," and at the close of this period the student is asked to tell what his association with the Rotary club has meant to him. The boys so selected have usually responded with a good talk, and club members are more than gratified with the success of their plan.



Former enemies meet as friends—At a recent meeting of the San Juan Rotary Club, Samuel Feltman (left) of Brooklyn, New York, discovered and embraced the man who during the Spanish-American war shot and wounded him. The man was Captain Angel Rivero, (right), last Spanish governor of Porto Rico, and now a member of the San Juan Rotary Club.

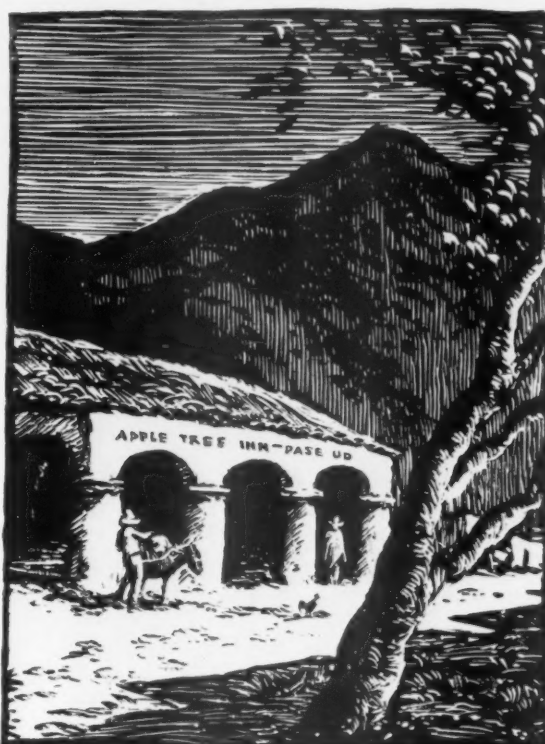
Para Nuestros Lectores de Habla Española

(For Our Spanish-Speaking Readers)

"The Apple Tree Inn—Pase Ud."

Cuento por el SR. IGNACIO HELGUERA

PARECE increíble que una idea concebida al salir de una iglesia polvorienta y triste, venga a cambiar el aspecto de todas las cosas"—se decía casi en palabras, Magdalena Suineso al contemplar, de codos sobre el viejo pero reluciente mostrador o taquilla del que, hasta pocos días antes había sido el Hotel Central, aquellos hermosos dechados que había sacado del cofre íntimo de su mamá, la señora doña Rosalía Romero Vda. de Suineso y que había mandado poner en marcos con cristales. Aquellos dechados colocados a un y otro lado del vetusto espejo cuyo marco de ébano parecía haberse ennegrecido con los años y los dos sillones de brazos de alto respaldo y tapicería desteñida que debajo estaban, a los ojos juveniles de Magdalena revelaban la posesión de un encanto muy particular. ¿Que pensaría su mamá de este reciente rescate de muebles y cosas viejas para colocarlas nada menos que en la sala administración del hotel? ¿Y que pensaría de la cubierta de la mesa multicolora que en sus alegres días de doncella era tanta ilusión, y que ahora su hija había dispuesto sobre el añoso sofá tallado, compañero de los sillones de brazos, de manera que ocultara las huellas que el uso de varias décadas había dejado en el tapiz? El pasillo de manta ribeteado de cinta roja, bien restirado, que conducía a la puerta, también ocultaba los destrozos que innumerables pies habían hecho en aquella alfombra que, al decir de las gentes, "era de buenos padres." El viejo candel de dieciocho bujías, también había reconquistado su antigua dignidad, tras buena sacudida y uno que otro ajuste: Magdalena le había dotado de flamantes velas cubiertas con una capa de cera verde esmeralda. La casi olvidada charola negra de incrustaciones de nácar también había participado en el cambio y ahora adornaba la pared de arriba del sofá; en el patio el viejo manzano a su vez desempeñaba importante papel en la innovación que transformara aquel legendario albergue de viajeros, pues la



"Cada población por pobre que sea, tiene su encanto propio."

solicita mano de Magdalena había colocado tres mesitas rústicas y media docena de equipales a la sombra de sus ramas. El corredor se veía más amplio y la arquería más hospitalaria; es que tras de lavar el piso, los ladrillos fueron pintados de rojo, uno sí y otro no, y las macetas, de verde subido. El pasamano de la especie de aparador que estaba al lado de la puerta de entrada brillaba como recién comprado y de él pendía un cartón guarnecido con paspartú, que decía: "The Apple Tree Inn, Pase Ud."

La Propietaria Regresa

EL fiel reloj, pausadamente, daba las ocho de la noche. Magdalena aún permanecía absorta en internas reflexiones y ensimismamiento, cuando oyó el ruido de un automóvil que llega. ¿Quién es? ¿Que alegría! Era la señora Romera Vda. de Suineso. Se abrazan madre e hija, se besan y se hablan a un tiempo; se internan por el corredor y el sonido de sus voces se desvanece poco a poco; un mozo entra con maletas. El único viajero que llega es la dueña del hotel.

A la mañana siguiente, el negocio ya resencía las consecuencias del cambio de mando. La propietaria se esforzaba por demostrar que lo era, dando órdenes con ademán autoritario y contestando aún a la pregunta más insignificante con voz y gesto de capitán de bergantín. Magdalena presentía una crisis y observaba en silencio el ir y venir de su madre. ¿Se habría fijado ya en los cambios? ¿Que diría de los dechados, del candel?, de todo aquello que ella había transformado con la idea de mejorar el hotel? Y sobre todo, ahora le parecía que se había extralimitado en su empeño de renovación, con eso de cambiar, de su motu propio, hasta el nombre del hotel.

Dispuesta a todo determinó Magdalena esperar el momento de prueba para la supervivencia de lo que había nacido de aquella idea por ella concebida al salir del templo, y tomó asiento en el sofá enfrente a los dechados y el espejo. Entra Doña Rosalía. . . ¿Puedes decirme que significa esto? No me parece mal

que hayas mandado lavar el piso y limpiarlo todo. ¿Pero por que te has atrevido a hurgarme mi ropero y extraer de él lo más íntimo y lo más sagrado para mí? y todo ¿para que? para sacarlo y ponerlo a la vista de la caterva de viajeros del hotel. No conforme con verme desposeída de un rincón de toda la casa que sea mío, y que no esté al alcance de los ojos extraños, has ido a quitarme lo único que conservaba en mi completa posesión para mis desahogos. ¿Quién te ha puesto en la cabeza esta ideas? ¿Te propones ponerme en ridículo, haciendo un vano alarde de nuestra ascendencia distinguida, ajena al odiado negocio del hotel barato, cuando por necesidad, y que Dios me perdone, sufrimos esta afrenta del destino?

"Todo eso mamá lo he pensado tanto, y lo sé tan de corrido, que ya casi no siento emoción al considerarlo. Somos pobres, es verdad, y este negocio, bien lo comprendo, no concuerda con la pasada posición de nuestra familia. ¿No te parece que no pudiendo elevar nuestra posición al menos hagamos lo posible

por elevar la categoría del negocio que nos da para vivir?"

"Elevar este hotel? ¡Que disparate dices! ¿Que no sabes que el hotel es hecho por los viajeros que lo patrocinan? ¿De donde consigues viajeros de calidad? Aquí en este pueblo rabón, donde no hay más que polvo y más polvo?"

"Cada población por pobre que sea, tiene su encanto propio. A nosotros no nos parece que ésta lo tenga; tal vez por las amarguras que en ella hemos pasado; pero para el forastero que viene en busca de refrigerio y descanso, con todo y su falta de pavimento, bien podrá parecerle un oasis. Además, de tarde en tarde, sabemos que americanos se hospedan en casas particulares. ¿No te parece que es más humillante eso de que tan buenos clientes como son los mineros que vienen de Estados Unidos ni siquiera nos soliciten hospedaje, que el sacar a la luz del día objetos de tu recuerdo y cariño? Tu tal vez no te has fijado

en que esta casona es fresca y no quisiera decirlo, o lo diré, aunque te rías de mí, es fresca y romántica. Si en lugar de estar en Jaral del Valle, estuviese en algún pueblo de California, te garantizo que con la renta de ella podríamos vivir desahogadamente en la capital. No necesitamos muchos huéspedes para llenar el hotel y en el curso del año no es difícil que juntemos unos seis u ocho extranjeros, y con otros tantos de los viajeros comerciales, no pasaríamos los trabajos que pasamos."

"Y ¿tú crees que los señores americanos van a hacer vida común con esos viajeros gritones y malcriados que nunca nos faltan, tan igualados con todo el mundo? Tus ideas no son malas, Magda, pero la verdad, siento confesarte que no las creo prácticas."

"Si nos ponemos a pensar en los motivos que hacen a los huéspedes de este modo, nos convenceremos de que ellos no hacen más que amoldarse a lo que encuentran; son poco corteses porque nuestro servicio es malo; siempre tienen

algo que repelar y lo hacen a voces porque creen que están hablando por la colectividad de todos los viajeros. En cambio, y de esto he tenido durante tu ausencia, amplia oportunidad para comprobarlo: si todo está limpio y arreglado, poco a poco nada se les ofrece y la paz reina en toda la casa. Además cuando alguien me grita, en lugar de contestarle en voz alta, me acerco y le correspondo en voz baja, y así poco a poco se van acostumbrando a la vida reposada que les conviene para descansar de sus viajes."

"Magda mía, al escucharte me parece que oigo a tu padre. Fué siempre tan reposado, tan justo en sus juicios y tan claro en sus explicaciones. Me alegro de haberte dejado a cargo del negocio, y ahora celebro que hayas podido desempeñar tu puesto tan sin pendiente de tu vieja colocación en la compañía. Yo no tengo carácter para tratar con extraños y en realidad si tu prefieres seguir administrando el hotel, yo me dedicaré a mis gallinas y a la huerta."

Actividades en los distritos

Un club Chileno inicia un intercambio de niños

El Rotary Club de Valparaiso, Chile, ha prestado su aprobación a la idea de iniciar un intercambio de niños chilenos y peruanos durante el periodo de vacaciones, a fin de que pasen en los respectivos países una breve temporada, que les serviría tanto para conocer el país vecino, cuanto para establecer lazos de fraternidad, en su edad infantil, para la unión inseparable de la edad madura. Los gastos de pasaje serán a cargo de cada Club por los niños que envíe o de los rotarios respectivos, desde el puerto de salida hasta el de llegada, ida y regreso. Una vez llegado el grupo al país que va a visitar, los excursionistas serán alojados en casa de Rotarios que desean hacerlo, sin costo alguno para los respectivos clubs y durante los quince días de su permanencia.

El Rotary club de Buenos Aires recibió una bandera de Costa Rica

En una reunión del Rotary Club de Buenos Aires, asistió en calidad de huésped de honor el Dr. Don Enrique Loudet, Rotario del Rotary Club de San José de Costa Rica y Encargado de Negocios Argentino ante los países de Centro América.

Concedida la palabra al Dr. Loudet este expresó que era portador de un saludo que transmitía con toda emoción, en su calidad de Rotario de San José de Costa Rica a sus camaradas de Buenos

Aires, saludo que unía almuerzo y a la bandera que el primero de los clubs nombrados le había confiado para su entrega.

El Rotario Dr. Amadeo, en nombre del Rotary Club de Buenos Aires agradeció la actitud rotaria de los camaradas Costarricenses que habían confiado a un Argentino y Rotario la grata misión del Dr. Loudet, misión de fraternidad que sería retribuida muy pronto y que confirmaba ampliamente la obra de solidaridad internacional que realiza la institución rotaria.

También el Rotario Don Arnaldo Masone, Tesorero del Rotary Club de Buenos Aires durante su viaje a Italia entregó tres banderas. Argentinas a los Rotary Clubs de Roma, Genua y Trieste.

A fin de poder reseñar en esta Sección las diversas actividades Rotarias de los Clubs de Habla Española, dirigimos un llamamiento a los Secretarios de clubs a fin de que hagan un hueco en sus labores habituales y lo dediquen a reseñar corto y conciso las más importantes actividades Rotarias de los clubs respectivos, contribuyendo de este modo a exteriorizar las actividades Rotarias de los clubs de Habla Española.

Reunión interciudadina de los clubs del Salvador

El Rotary Club de Santa Ana, El Salvador, invitó a los clubs rotarios de San Salvador y de Sonsonate para una reunión interciudadina en el pintoresco balneario "Laguna de Coatepeque."

La reunión tuvo efecto el 2 de Junio pasado. Los Rotarios Santanecos atendieron muy bien a sus huéspedes haciendo honor a la proverbial hospitalidad y "savoir faire" de los hijos de Santa Ana.

Hubo mucha alegría y confianza, los asistentes gozaron de las delicias del bellissimo paseo, se divirtieron mucho y regresaron muy satisfechos a sus hogares.

Más el placer y la alegría no hicieron olvidar a los rotarios sus deberes de tales y también se hizo en la reunión aludida, labor seria e importante. Entre otras cosas quedo resuelto proponer a los tres clubs: que participen de manera conjunta y decidida en la Exposición de Productos que anualmente tiene efecto en Santa Ana. Este acuerdo fué ratificado por los tres clubs, se nombró un Comité que elaborase proyectos y finalmente quedo aprobado: que sean obsequiados tres medallas de oro, para premiar: "La Agricultura," la "Ganadería," y "La Industria." Para estimular a los orfebres de las tres localidades, las medallas serán presentadas a concurso entre obreros de San Salvador, Santa Ana y Sonsonate. Asistiran a la premiación representantes de los tres clubs.

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Is Community Service Worth-While?

(Continued from page 17)

lem; sometimes its very simplicity makes it difficult to discover. The delegate from Madison, Ill., showed me the way for clubs to circumvent the problem of endorsing community projects. The Rotary Club of Madison wanted to do something for the community, but realized they could not endorse community projects. How did they solve their problem. By the simple expedient of organizing a Community Council with power to investigate and endorse local projects. The cost of organization was no more than \$50, and now the Council has twenty-two members, representatives from every church, industry, and influential group in the city, and whenever something is before the Rotary club that it does not seem advisable to handle, the delegates of the Rotary club to the Council take it up there. That is one effective means of disposing of the problem of passing resolutions.

Hasty Action Makes Waste

I ALSO discovered there is a way to stem the tide of popular prejudice, and make what seems undesirable a most worthy enterprise. What could be more unpopular as a movement than to get men to serve on the jury? Yet that is just the movement sponsored by the Rotary Club of New York City. It seemed as though all my long-held convictions on the undesirability of community service were fast falling away. When I heard Elon Pratt of the New York club explain the work of the Better Citizenship Committee I had to concede that constructive thinking would invariably lead club committees away from the pitfalls of yielding to popular clamor. The committee of which he is a member has inaugurated a pooling assembly-room for jurors, which saves the time of both courts and jurymen. The system removes defects in jury service which have made it so unpopular with business men. Many members of the New York club have volunteered to serve on juries on the basis of this system. As is true of all the other worthy accomplishments of Rotary clubs told of at these meetings, this undertaking was not conceived and executed over-night. There was all of a year's work connected with it, before the plan was even tried. When clubs attempt to seize on some passing popular movement, their community service is often doomed to failure before it begins, but if a careful preliminary study of the field is made activities can be selected that are sound and funda-

mental and which have a reasonable basis for succeeding.

At another meeting the subject of rural-urban relations came up, and I learned again the time and care it takes to make a permanent success of community-service undertakings. I pointed out previously how quickly the surface polish wore off where clubs merely dabbled with their enterprises. A few years ago open suspicion and hostility existed between the town and country people around Dubuque, Iowa. Now there is tranquillity and real understanding and cooperation, based upon the community of interests naturally existing between merchant and farmer. How was this changed condition brought about? Simply by the chamber of commerce and a few Rotarians penetrating beneath the surface and building good will upon the rock of understanding. It wasn't done in two or three meetings. It took six years of systematic effort. At first they could not get a single farmer inside the chamber of commerce building, but by making personal contacts, man to man talks, enough confidence was developed to hold a few meetings, which grew in size as time went by. Alfalfa and Limestone campaigns were conducted, and if a picnic was held it was far out in the country on the farmer's own ground. The United States Department of Commerce, the railroads, and every organization having contact with the farmer was enlisted and used to its best advantage in building the basis for real understanding between the two groups of people. This campaign was successful because it was mapped out in depth as well as breadth. All the farmers were reached and subjects of interest and concern to them were discussed. The delegate from Dubuque demonstrated the lasting benefits that can be derived by being as thorough in community-service work as in conducting a business for profit.

Chairman Holloway of the Community Service assembly on Wednesday afternoon told about the rural-urban work in his section, and I got much out of his talk. His club with the cooperation of the chamber of commerce had a long pull in preparing the farm community for a future of more promise than they ever had in the past. Not only the farmers had to be sold on the proposition, but the community as well. A Delta Federation was formed, farmers were taken to different parts of the state to see what was actually being done in progressive farming. A program was adopted calling for farm drainage, cooperative marketing, home-making, immigration, libraries, 4-H clubs, and the like. No easy program, as Federation members had to be educated up to an appreciation of each step in the program. It was done. The

International Harvester Company was interested in giving an agricultural short course attended by more than 3,000 people. The whole life and outlook of the community has been changed by the rural-urban work of the service clubs in this community working together to reach a common goal. These two stories of community education and progress were typical of many successful rural-urban campaigns related by delegates. They were all inspiring, and helped me to appreciate just what a Rotary club can do when it sets out on a definite and carefully oriented program.

Making Boys' Work Practical

THE likelihood of clubs taking up some activity apparently necessary on the surface, but in reality most unnecessary has been a very real problem to me. So I listened with a deep and abiding interest to the delegate from Vicksburg, Miss., explain how his club handled their student-loan fund. His talk brought home to me the difference between community service, and pastime in community-service work. The boys' work committee of his club does its job thoroughly. First, the names of all students unable to attend school the next year are obtained. Not from just one or two schools, but from all the schools in the city. After this the boys themselves are interviewed; then their parents and teachers. Upon the basis of the information thus systematically gathered arrangements for loans are made. Every step the committee takes is first proven necessary before it goes on to the next. Nothing could be more simple than this method, and yet because many community-service undertakings have failed to be as thorough and painstaking, failure, regret, and disappointment have followed for some clubs. It is method and care and business-like earnestness that distinguishes between service and pastime in community work, and discovers whether a project is really necessary or unnecessary.

The delegate from the Rotary Club of Fort Worth, Texas, explained how their student-loan fund was administered, and offered some general suggestions for clubs interested in instituting such a fund. The ideas he advanced assure the business-like administration of the fund, and make the club's services to students a necessary service distinct from what any other organization could do for him. From the very first interview the applicant was to be dealt with as one who had business to transact, and not as one seeking a favor; sentiment was not to enter too largely into the negotiations. A rigid investigation was made of all applicants, and a careful estimate of

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the student's expenses ascertained. As a further protection and development of the business idea in the transaction, two guarantors are required to go on the notes. The student is made to understand his responsibility when the loan is made by an explanation of each clause in the contract. As a final step the club helps the students to secure positions upon graduation. The operation of the Fort Worth club's fund has been eminently successful, judging by its history, and the reason to me is that the administrators look into the student's past record, consider his present prospects, and look toward his future. The trained mind of the business man scans the road ahead of the student, and helps him anticipate and overcome obstacles. That this method is successful is testified to by the growth of the loan fund. In nine years of operation the Fort Worth Rotary Club has loaned nearly \$30,000. Over 150 students have been assisted, of which about one-third have been girls. The fund is incorporated and thus protected for all time.

The community-service assemblies at the convention were a liberal education. I learned enough to make a complete *volte-face* in my attitude. But I did not change my opinion over night, the change came upon me gradually. The convictions of years are not easily or willingly surrendered. It was when the facts were fully assimilated that I drew a new conclusion on Rotary in community service. I believe now that these community activities are not only useful and worthwhile, but highly necessary. If there is anyone who believes as I formerly did, let him examine all the evidence with an open mind, and I believe he will change as I did. Better still, let him attend a Rotary convention and get all the evidence at first hand, from the "doers" themselves. Their message is inspiring—and convincing.

A United States of Europe

(Continued from page 14)

sanity. Before the war, any person of normal behaviour could travel in Europe without worrying very much about a passport. Today, it is not too much to say that insistence on passports and visas has been carried to an extreme, reminiscent of Czarist Russia. A passenger can travel from New York to San Francisco without being asked to show the back of an envelope. But if a passenger travels from London to Constantinople, which, I suppose, is half the distance, he is stopped at one frontier after another and treated exactly as if he lived in a world of dangerous conspirators. It is a system that does much to perpetuate international

enmity. Why should not European nations recognize one another's passports, just as they recognize one another's postage stamps? Why should not Europe issue a continental passport and authorize a continental visa for non-Europeans?

These measures would leave each country with its own form of government, whether royal or republican, its own language, literature, and education, its own attitude towards religion and domestic matters. They would mean that the postal union, now existing, would be supplemented by a customs union, a passports union, and whatever other agreed organizations were needed. The result would be at once an immense liberation of economic potentialities, now held stagnant, and a corresponding interchange of people, now forced to be remote from one another. Every advance along this highway of cooperation would be a movement away from all that lends meaning to armaments, and armaments themselves, therefore, would tend to become unmeaning and so superfluous. If the economic pressure of the United States, of which Europe is increasingly sensible and even resentful, leads directly or indirectly, to the reconstruction of Europe on American principles of federation, the result will be equally beneficial to both worlds.

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Vocational Service

(Continued from page 40)

Five-Minute Talks

PROBABLY one of the most enjoyable and beneficial programs that any club can present is made up of a number of short vocational talks by club members. It has been learned that, while it is often refreshing and stimulating to have talks by visitors, the club makes the best headway by hearing from its own members. Some clubs, particularly smaller clubs, make it a point to hear once during the year from each member on the subject of his business—the way in which he applies Rotary, and the service his business renders to society. These talks are in reality direct obligations of every vocational-service committee if these committees are actively performing their function of helping the club members bring their vocations to Rotary.

All five-minute speakers should confine their remarks to their own business or profession—the subject with which they wrestle the greater part of their waking hours and upon which they are qualified by experience to speak with authority. Here are some suggestions for the five-minute speaker. Let him tell:

1. What is the function of his business or profession? What is its fundamental service to society?
2. In what specific way is he making concrete application of Rotary's principles of service to his own business or professional activity?
3. Instances of the evidence that fair dealing in his business or vocation has been profitable to him or others in his vocation.
4. What are the outstanding evils or wrong practices found in his trade or profession? What definite work is being done to correct these evils.

Court of Ethics

There was described in the July issue of this magazine a program plan used by the Lafayette (Indiana) Rotary Club, in which the club was divided into several groups by vocations for the discussion of Rotary ideals as they relate to the respective vocations. A somewhat similar idea was developed this past year by the Belleville (Ontario) Rotary Club under the capable leadership of Tom Webster. The plan was conducted according to the following rules:

1. The club will be divided into seven juries (or committees), each jury having to decide its own ethical question or questions.
2. Ten minutes will be allowed for the discussion of the questions, all juries having their discussions at the same time.
3. Members of juries will confine

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their attention to discussion by their own jury.

4. In each case the answer to the question must be a definite "Yes" or "No"; in case of a vote any majority deciding the issue. If the vote is equal, the vote of the foreman will count as two in order to decide.

5. After the definite "Yes" or "No" the jury may add any rider or recommendation.

6. The gong will sound again at the end of ten minutes, when, if a decision has not already been reached, the foreman of each jury will immediately take a vote.

7. One minute later each foreman will be called upon to announce the jury's decision. The foreman will read the question and then the decision of the jury, stating the count (e.g., by a majority of 7 to 5) and also any rider or recommendation.

8. In the event of reaching a quick decision, the juries are at liberty to render decisions on the questions of the other juries, and such decisions should be announced after their decision on their own question or questions.

9. Members are specially requested to assist in carrying out the program as efficiently and expeditiously as possible by joining their right juries and observing the above rules.

10. A guest may either remain in the same group as his host or be placed by host in what he considers most suitable jury. They are invited to join in the discussions but their right to vote is at the option of the foreman of the jury in each case.

11. The committee wishes it to be clearly understood that these questions are purely hypothetical.

12. The usher's duties are to see that his group are collected and keep together.

13. Grouping so many diversified professions has presented some difficulties, so it is hoped that members will accept their grouping for the purpose of these discussions.

To give a more complete picture of these juries, the statement of facts and the questions to be decided upon, a complete set-up of the groups follows:

JURY NO. 1 Wholesale and Retail First Question Before Jury No. 1

A certain store specializing in the sale of coats and gowns purchased a large quantity of ladies' silk stockings, which they sold at 25 cents per pair under cost, solely for the purpose of attracting ladies to the store and then selling them expensive coats or gowns. They set down the loss on the stockings to advertising. The wholesaler who supplied these stockings at a low quantity price, knowing the purpose for which they were intended and realizing that his regular trade would be indig-

nant about it, packed them under a special brand, so that they would not be recognized as his line.

(a) Was the manufacturer's conduct ethical?

(b) Was the retailer's action ethical?
Second Question Before Jury No. 1.

Is a man justified in attempting to purchase at a wholesale price for his personal use an article which he does not handle or consume in his own business?

Clubs of any size may use this plan, altering it only in respect to the grouping of the classifications to comprise each jury and determining the number of juries to be appointed. The Belleville club (68 members) presented this program composed of seven juries at a single meeting. Those clubs wishing to secure complete details of the Belleville plan, names of juries, and other information, may do so by communicating with the secretary of Rotary International, 211 West Wacker Drive, Chicago, Illinois.

Club Service

An Attendance Plan

IT has been called to our attention several times that attendance is over-emphasized in Rotary. Perhaps occasionally we do stress a 100 per cent meeting and lose sight of the fact that a perfect attendance average in itself is of no value. The value of good attendance lies in the fact that a greater number of Rotarians are "exposed" to the influence of Rotary by repeated attendance. Many plans have been evolved to stimulate attendance. Club presidents have appealed to the loyalty of the members and have called attention to the obligation which a member accepted upon his election.

The fact that Rotarians are privileged to make up their attendance six days immediately before and six days immediately after the date of meeting of their own club, is one of the greatest encouragements to better acquaintanceship that Rotary offers. Rotarians who travel and necessarily make up their attendance at other clubs, are, as a rule, enthusiastic and well informed. Their contact with business and professional men in other cities widens their horizon, increases their knowledge of conditions in other cities, and encourages a wider circle of friends. A Rotarian who has never attended any meeting but that of his own club has missed one of the splendid opportunities and privileges of Rotary.

Even though there is no necessity for making up attendance it is a splendid thought to visit neighboring clubs, extend to them the greetings of your club membership, experience the warm friendship and hospitality which greets the visitor, and take back with you a



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A Courtesy Booklet

The Rotary Club of Portland, Maine, presents to each visitor a courtesy booklet. This booklet contains a number of cards which can be detached and which offer information regarding the points of interest in the city and also admittance to the local theater, city-hall concert, and other interesting places. A visitor with one of these booklets in his possession is insured many privileges and courtesies from local officials and business concerns.

It provides, among other things, for golf privileges, automobile privileges, and personally conducted tours.

On the back of this booklet is a list of neighboring clubs, the day, time, and place of their meeting.

Other clubs will undoubtedly be interested in this plan.

Aims and Objects Committee Plan

Much has been said and written about the plan of committee organization as recommended under the Aims and Objects plan, its many advantages over the former haphazard and irregular committee arrangements. As a simple matter of mechanics the Aims and Objects plan offers many advantages. It follows generally the basic business principle that the work of all departments and branches should be co-ordinated and have a definite objective which is in harmony with the objective of all other departments or branches. The position of general manager or head of a large business corporation with many specialized branches is analogous to the position of the chairman of the Aims and Objects committee. He is not primarily concerned with the details of any one particular phase of work, but he is responsible for the co-ordination of all departments and all phases of work so that the results may be in harmony with the general objective of the organization or club.

The Aims and Objects plan as recommended by Rotary International is generally recognized as offering a solution of the question of internal club machinery. As an example of this we remember an instance some years ago where the program committee of a certain club, responsible for all programs for the entire year, made arrangements for the details of all programs, before it was discovered that several very important activities of the club were entirely left out. The classification committee and the boys' work committee had no place in this program. These committees without the knowledge of the program committee had carried out certain investigations and had attained certain results, and now found no place on the program to bring their investiga-

tions and results to the attention of the club membership.

An Aims and Objects committee, on the other hand, would have assigned certain programs to these committees, so that the work which had been carried out and the results which had been reached could be brought before the club.

Many such instances have occurred. Within the last year, since the Aims and Objects plan has been definitely adopted by the majority of clubs, it is very noticeable that the program difficulties of clubs generally have lessened. The International secretary's office, some years ago, received many requests from clubs for assistance in arranging the details of the following week's program. Because of the more generally accepted procedure of planning programs one year in advance, such inquiries have noticeably lessened.

A plan which is being followed more and more, particularly in the smaller clubs is, that every member of the club is appointed as chairman or member of a committee. Where this is feasible it should be done. In the larger clubs, of course, such arrangements would become cumbersome. However, with a membership of fifty or less it is very easily possible. The programs are definitely assigned for the entire year so that each committee has ample time to arrange the programs for which it is responsible. One club in order to insure against all possible delays sent the committee appointments and program assignments for the year to each member by registered mail.

Community Service

The New York Legion of Jurors

THE Rotary Club of New York certainly believes that community service should not be restricted to any one activity, but should be spread out to meet any situation for the benefit of the community.

One of its latest activities which has received very favorable commendation from the public press, public officials, and others particularly interested, is the formation by the "Better Citizenship Committee of Unit No. 1" of the "Legion of Jurors." The situation involving crime and delinquency in the United States is such, that only recently President Hoover issued a call for public coöperation in an effort to combat lawlessness. The service which the New York Rotary Club is now rendering in this respect, is worthy of the most serious consideration by all interested in the welfare of the people.

The objects of the "Legion of Volunteer Jurors" are best set forth in a pamphlet which reads in part as follows:

LEGION OF VOLUNTEER JURORS OF THE ROTARY CLUB OF NEW YORK—UNIT No. 1

A movement to (1) Raise the quality of Juries, and (2) Improve the conditions under which Jurors serve.

OBJECTS AND ACCOMPLISHMENTS

Unit No. 1 is composed of Volunteer Jurors from the Rotary Club of New York.

"Remember your experience the last time you served as a juror? Possibly you felt that no one in the court had any regard for your time or patience, or for the tax-payers' money.

It is no wonder that the busy business man rebels at the intolerable wastes under the present (lack of) system and methods. And yet, when we have a case of our own in court, we want it tried before a jury of high calibre.

The present system has resulted in the loss of from one to two million dollars of New York City tax-payers' money during the past five years.

What can be done to stop these losses? How can we raise the quality of jurors? It can be done.

Judge E. R. Finch, in the February 23rd issue of the "New York Law Journal," quoted Mr. Owen D. Young as follows: "I think that the business man could help a great deal, but it would be necessary to do it in some organized form."

A group of prominent business men, each affiliated with large organizations, have carefully studied the system and methods now in use in New York City, and have conferred with other business men and with leaders of the bench, bar, and press. Their judgment is that the suggested reform must start from an organization of business men, who themselves must be willing to do their duty as citizens and serve as jurors when called, and report on actual conditions to a central office, where the accumulated data can be furnished to the proper authorities.

So this group, working in coöperation with the Association of Grand Jurors of New York County, have organized Unit No. 1, and are mobilizing the "Legion of Volunteer Jurors."

THE OBJECTIVES ARE:

First: To improve the conditions under which jurors now serve by continually urging the establishment of Juror-Assembly rooms in every trial courthouse in New York County, and by coöperating with the authorities. These pooling-assembly rooms will have desks, telephones, etc., for the convenience of jurors waiting to be impaneled. Here the jurors will assemble; be examined and excused or selected by the court; be examined, rejected, or selected by attorneys; when impaneled will be escorted to the proper court-room.

This plan, a slight modification of which is already in force in Newark, Buffalo, Chicago, etc., we believe will, (a) produce panels early in the day; (b) will reduce by nearly one-half the number summoned; (c) will add greatly to jurors' comfort and thereby result in a higher calibre of men being willing to serve; (d) will result in savings of millions of dollars of tax-payers' money and time.

Second: To develop the potential opportunities of jury service, whereby many of the best citizens who are now exempted or excused will volunteer for jury service. A responsible official states that more than 50 per cent of the 60,000 men called for jury service in New York County in 1927 were excused.

Yet, it is true, as one volunteer juror says, "We cannot expect just verdicts from our juries unless we help to give them."

Third: To outline and suggest to the members of responsible organizations a prac-



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tical means of exercising a constructive influence in our courts by forming units of volunteer jurors among their own members.

Members of the Legion will receive and fill out a special report form after they have completed their jury service. On it the volunteer juror will specify: number of days he reported for service; number of hours of actual service; number of hours idle awaiting service; number of cases on which he served; number of times challenged and why; attitude of court attendants; intimidations of witnesses; needless delays, etc., with such constructive criticisms as he may wish to make.

These pooled experiences, from so large a number of jurors, when assembled and tabulated at the headquarters office of the unit, will supply the basis for definite reports on actual conditions.

Fourth: To reduce the frequency of service for each individual.

Fifth: To make it possible for the layman to assume his reciprocal responsibility with the bench and bar, for a well-balanced administration of justice.

No change in the law is required in New York State to establish the assembly-rooms. In 1911, the state legislature amended Section 610 of the judiciary law, and empowered courts of record to make jurors interchangeable.

Mr. Frederick O'Bryne, commissioner of jurors, County of New York, said recently, "I feel that the scheme of a Legion of Volunteer Jurors is an excellent means of getting more willing jury service and is bound to result in much good."

Leaders of the bench seem to welcome the plan. Both the supreme court of New York County and the municipal court in New York City are inaugurating assembly-rooms for a period of trial. In referring to the plan, a recent editorial stated, "As a rule, important changes in court procedure come about so slowly that the progress made in the last few months towards simpler, more economical methods of jury service may fairly be described as remarkable."

The statement of Mr. Robert Appleton, president of the Association of Grand Jurors on New York County, is of interest:

"This association most heartily endorses the patriotic action of the Rotary Club of New York in offering its membership and full cooperation in an attempt to improve the standard of jury service in this city."

"If other organizations would do the same, corporations and public citizens would fall in line, and the increased number of intelligent jurors available should reduce the frequency of service and more equitably divide this duty among our citizens."

"Men of responsibility and experience on juries would soon be able to correct the uncomfortable conditions, and archaic methods now in use for the selection and handling of juries and the service be made an experience of interest and profits."

During the past year, this movement has been privately financed. Countless hours have been devoted by busy men.

Unit No. 1 is composed of volunteer jurors from the Rotary Club of New York. The work will be carried on by the "Better Citizenship Committee." The Rotary Club of New York has not only offered its cooperation to the commissioner of jurors of the County of New York, but has turned over its roster of members. Unit No. 1 is anxious to cooperate with other responsible organizations in the formation of additional units.

Will YOU cooperate with this movement and become a Volunteer Juror?

Please sign the enrollment blank and mail it to Unit No. 1, Legion of Volunteer Jurors, Rotary Club of New York, Commodore Hotel, New York City, N. Y.

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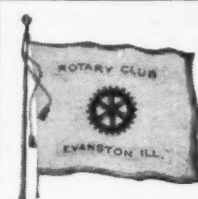
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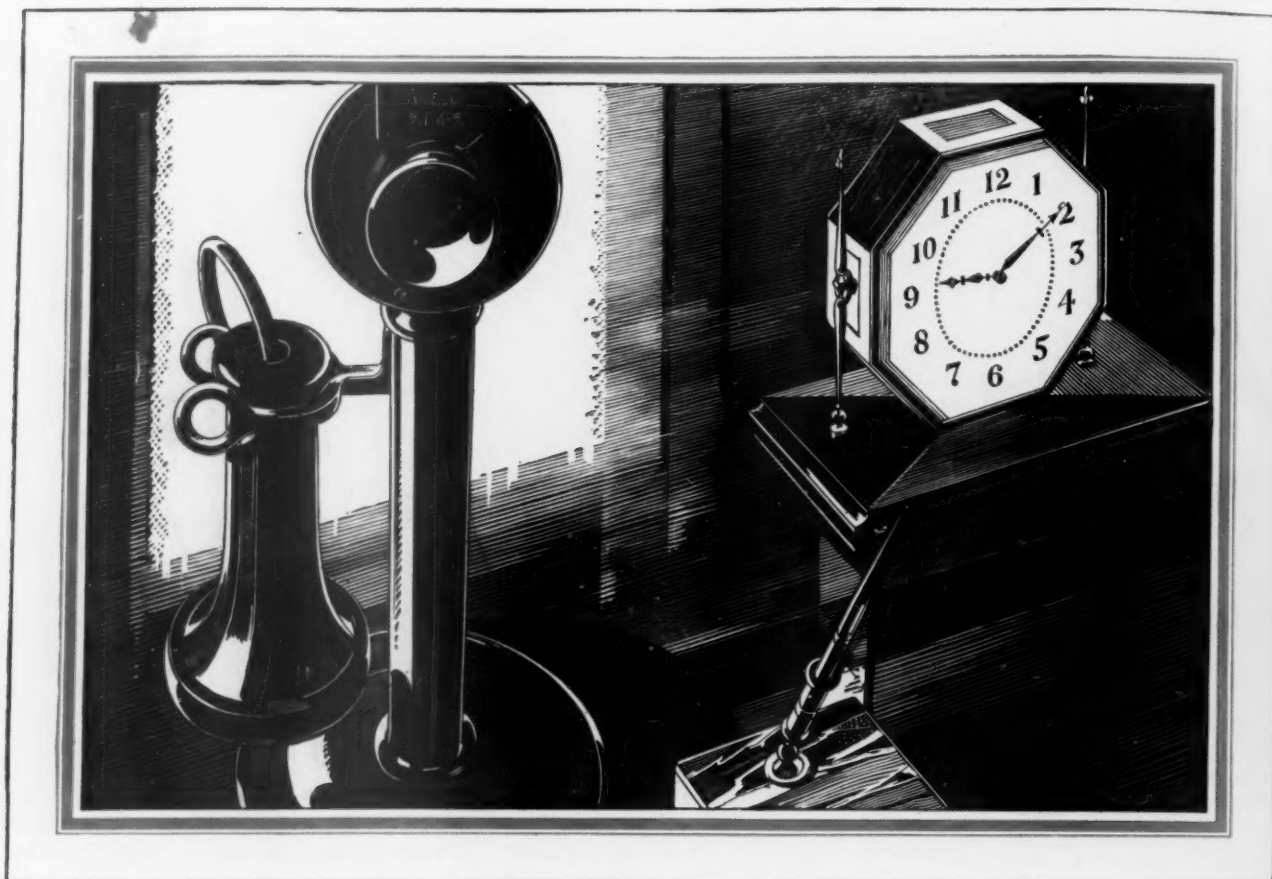
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DAVEY TREE SURGEONS

MARTIN L. DAVEY, President and General Manager

To get the Most Out of your Inter-city Calls



WHILE every hour is telephone hour, there are certain periods of the day better than others to place your inter-city calls. Between the hours of 9.30 a.m. and 11.30 a.m., for instance, executives are busy answering correspondence, seeing visitors and attending to other details. Your calls—those that do not have to go through immediately—are more likely to receive undivided attention if made in the less crowded periods of the business day.

In fact, many business men prefer being called by telephone before 9.30 in the morning, others just before 2

o'clock, and still others after 4 in the afternoon. Telephone calls to other cities are easy and convenient, and the time and money they save are surprising. A New York executive had a business matter to be settled in Indianapolis. He was too busy to go. He placed a telephone call and made the round-trip without leaving his office.

The Bismarck branch of a packing concern estimates that it saves \$2450 a month in costs and time out of the office by the use of inter-city calls. Calling by number takes less time. Bell Telephone Service is *Convenient . . . Economical . . . Universal.*



